AUGUST 13, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

E BUSINESSWEEKLY OF
ADIO AND TELEVISION

News WHILE It's Happening!

BECAUSE its news staff and facilities are identical to those of award-winning WHO Radio, WHO-TV can claim news coverage that's matched by few television stations, *anywhere.*

Our News Bureau is headed up by Jack Shelley, one of the industry's top newsmen and winner of many radio-television citations. His staff includes 11 full-time news specialists—each with a degree in journalism and many years' experience—and all trained to take on-the-spot pictures, stills and movies. In addition, WHO-TV calls on 85 "local" correspondents for supplementary coverage throughout Iowa.

WHO-TV news facilities include two AP, two UP and two INS wires—plus direct, 24-hour teletype circuit from Des Moines Weather Bureau.

Unexcelled news coverage is only one of many reasons why WHO-TV is one of Iowa's top advertising values. Let Peters, Griffin, Woodward, Inc. tell you about the others.

WHO-TV
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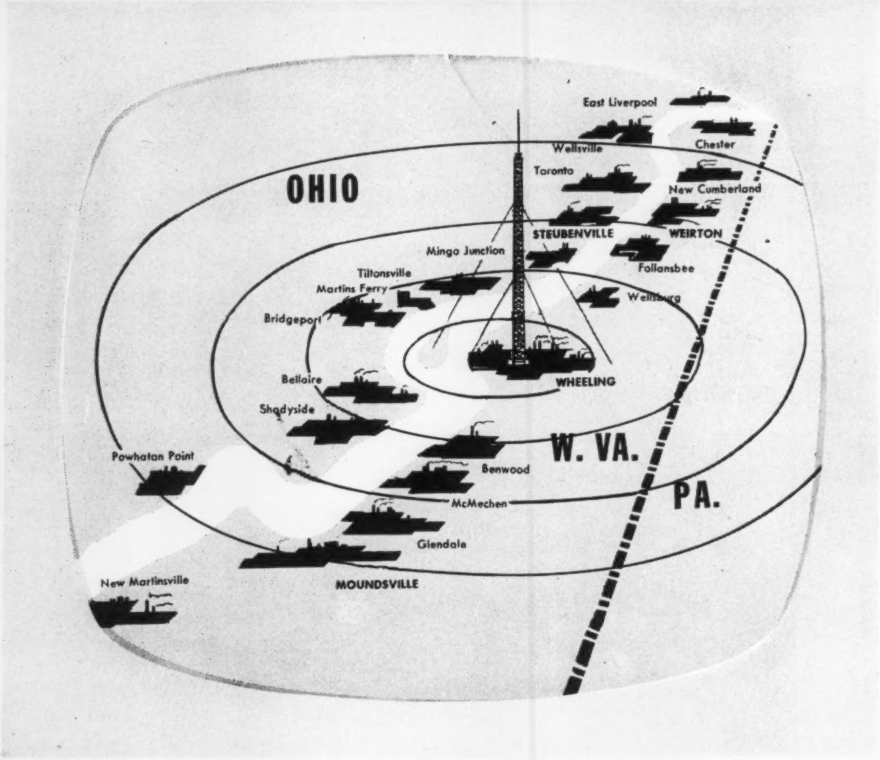
WHO-TV

Channel 13 • Des Moines
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC
Affiliate


East Liverpool
Wellsville
Chester
Toronto
New Cumberland
OHIO
STEUBENVILLE
WEIRTON
Mingo Junction
Follansbee
Tiltonsville
Martins Ferry
Wellsburg
Bridgeport
WHEELING
Bellaire
Shadyside
W. VA.
Powhatan Point
Benwood
PA.
McMechen
Glendale
New Martinsville
MOUNDSVILLE

You are looking at the fastest growing Industrial Market in the World

. . . the GREATER WHEELING MARKET

Ohio Bell Telephone is in the midst of a $500,000 expansion! The Manufacturers Light & Heat Company is spending $750,000 for new gas facilities! The Pennsylvania Railroad is extending track to service the new Olin-Mathieson Aluminum Plant at a cost of FOUR MILLION DOLLARS! These, and many more expansions are taking place **RIGHT NOW** in the Greater Wheeling Market, America's fastest growing market. In fact, even **conservative** estimates set a figure of 450 MILLION DOLLARS in proposed expenditures in the Upper Ohio Valley in the next three years!

In this rich industrial area with an annual spendable income of TWO BILLION DOLLARS, comprising 312,400 TV Homes, WTRF-TV has, by every accepted method of audience measurement, been proved the most popular TV station by a wide margin. Current Pulse figures show TWELVE of the top 15 "once-a-week" shows and SEVEN of the top 10 "multi-weekly" shows are on WTRF-TV!

Another Award for WTRF-TV

WTRF-TV has won a 1956 "PowerStyle" Chrysler, **first prize** in the **nationwide** "It's a Great Life" promotion competition. This is the SIXTH first place award in national station promotion contests won by WTRF-TV in less than 24 months.

"a station worth watching"

Wheeling 7, West Virginia

For availabilities and complete coverage information—call Hollingbery, Bob Ferguson, VP and GM, or Needham Smith, SM Wheeling 1177.

NBC

316,000 watts
Equipped for network color

Reaching a market that's reaching new importance!

TOPS IN TEXAS KGUL-TV

1/4 OF TEXAS

The buying power of the market area represents over 25% of the buying power of the entire state. KGUL-TV's area includes Galveston, Houston and the rich Texas Gulf Coast.

NEW SUPER TOWER

KGUL-TV's new super tower is bringing a stronger signal and improved picture to thousands of additional gulf coast families. And KGUL-TV is the only station delivering primary city service to both Galveston and Houston.

IN FIRST PLACE AGAIN

KGUL-TV is top preference in prime time*

- **most popular night time program**
- **largest average audience**
- **highest in quarter hour firsts . . . more than other stations combined**

Source: ARB, July, 1956

* 6 P.M. to Midnight — 7 days

CBS TELEVISION NETWORK

Television for the Rich Texas Gulf Coast Market

Represented Nationally by CBS Television Spot Sales

kgul TV

Galveston, Texas

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

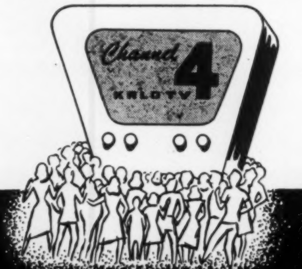
1521 FEET
The BIGGEST buy
in the
BIGGEST market
in the
BIGGEST State
CBS
KRLD-TV

NO OTHER TV STATION IN TEXAS gives you as much coverage as . . .

KRLD-TV

KRLD-TV's Channel 4, telecasting with maximum power from the top of Texas' tallest tower, covers more than 28,500 square miles, a much greater coverage than provided by any other station operating in the Dallas-Fort Worth area . . . and the greatest coverage given by any station in Texas.

KRLD-TV presents the 12 top "Once A Week" shows (13 OUT OF THE TOP 15) together with 5 out of the top 10 "Multi-Weekly" shows . . . . *and, in this 4 station market* . .



KRLD-TV HAS THE GREATEST DALLAS AUDIENCE OF ANY OTHER STATION IN DALLAS-FT. WORTH AREA

	MONDAY TO FRIDAY				SUNDAY		
	7 AM-12 N	12 N-6 PM	6 PM-12 MID		8:30 AM-12 N	12 N-6 PM	6 PM-12 MID
KRLD-TV	**55**	**30**	**38**	**KRLD-TV**	**64**	**34**	**47**
STATION B	31	32	26	STATION B	32	34	27
STATION C	14	28	24	STATION C	4	17	15
STATION D		10	13	STATION D		15	11

Telepulse Report — Dallas Metropolitan Area
April, 1956

Channel 4 *Dallas*

MAXIMUM . . . . POWER

Owners and operators of KRLD — 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit.

MAIL CALL • Opening new phase of its scrutiny of network activities, Antitrust Division of Dept. of Justice last week asked for complete correspondence on events leading up to cancellation of Westinghouse radio affiliations with NBC, to become fully effective Aug. 26. Presumably, both Westinghouse Broadcasting Co. and NBC radio were requested to file complete data for department's scrutiny. Department previously had informed committees of Congress that it was studying network operations in all phases to determine whether or not antitrust statutes are being infringed. Federal grand jury in Philadelphia has been studying NBC-Westinghouse exchange of Philadelphia and Cleveland stations.

B•T

PRIVATE correspondence and memoranda of CBS and NBC-RCA relating to dealings with FCC members and staff may be released this week by House Small Business Committee. Information was taken from network files which were subpoenaed last March when committee held hearings on uhf problems and on alleged network influence over FCC. As of last Friday, it looked as if committee would release information this week as adjunct to its record of testimony—unless persuaded that since material was not introduced during hearings it was not properly part of hearing record.

B•T

CODE PROBLEMS • Mixup has developed in tv code situation now that second code seal looms—that of Alliance of Television Film Producers (story page 72). It's understood ATFP wanted exclusive right for its members to display new affiliate seal adopted in June by NARTB for film industry, but NARTB feels its seal must be open to all film producers and distributors. It's possible two groups will work out differences in late September when NARTB code group meets in San Francisco at time of regional meeting.

B•T

AND speaking of NARTB tv code, there's belief at association that new get-tough enforcement policy may drive out as many as score of subscribers. Only half-dozen stations, of 17 given code warnings, have thus far indicated they are correcting practices. Code board ascribes two recent resignations to its enforcement drive and expects others. No large stations are included in resignations. Present code membership totals 287 tv stations and all three networks.

B•T

YES, WE HAVE BANANAS • To help move Central American banana surplus, United Fruit Co., New York, after five years of relative inactivity in broadcast advertising, is expected shortly to announce 1956-57 radio-tv campaign "running well over six figures." Through BBDO, New York, United Fruit will go into top 39 markets with 25 radio announcements a week starting about Sept. 2 and running till Nov. 11, then kick off tv spot drive in top eight markets. Tv drive is expected to run through 1957. BBDO will revive Chiquita Banana, revamp and redress symbol and lyrics, to tell housewives of many "new and varied" banana uses.

B•T

QUEST is on by newly formed Assn. of Maximum Service Telecasters for managing director to head planned Washington headquarters. Reportedly under consideration, among others is William P. Massing, former assistant secretary of FCC, who retired two months ago. Mr. Massing, now represents McConnell-McKinney properties in Indiana (WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne) expected to be sold this week to J. H. Whitney Co. (KOTV Tulsa, KGUL Galveston-Houston) for $10 million. [CLOSED CIRCUITS, *July 23, 30*].

B•T

PROBING IN PERSON • FCC's network study staff has decided that personal contacts as well as questionnaires can help in making experts of staff members. Item: H. H. Goldin, economics chief, Broadcast Bureau, on loan to investigators, has been spending time with network station relations people in New York. Also, number of sticky questions in proposed questionnaire to networks impelled Roscoe Barrow, director of study, to spend few days in New York to smooth and soothe. Nets contend some queries would entail exorbitant time and manpower.

B•T

DESPITE reports to contrary, Ampex Corp. never planned to show off its video tape recorder, or make it available for network-station use, during either political convention. Ampex spokesmen point out network deliveries of models was not promised before late August at earliest. Ampex is conducting cooperative project with Minnesota Mining & Mfg. Co., to provide free audio recording and tape service for stations at conventions.

B•T

BREAK IN THE JAM • Come Aug. 29 when FCC resumes regular official meetings, suspended transfers involving CBS's purchase of ch. 18 WGTH-TV Hartford, Conn., and NBC's of ch. 30 WKNB-AM-TV New Britain, Conn., may come unstuck. Reason? Major objector has been WNHC-AM-TV New Haven, since sold to Walter Annenberg's Triangle Publications Inc. With withdrawal of WICC-TV Bridgeport, Conn., protest to WNHC transfer, station sale will be consummated this week or next—at which time objections to networks' purchases will be dropped. Since CBS buy was granted, withdrawal of protest will automatically reinstitute grant. NBC faces hearing on overlap and concentration, set by FCC, but with objections being withdrawn, network may ask for reconsideration and get clear grant.

B•T

CUBA's CMQ-TV (ch. 6) Havana plans operation with full power of 100 kw from new antenna 865 feet above sea level by Sept. 1. Station is now using 18.8 kw visual, 9.7 kw aural, and increased power reportedly would have serious effect on operation of ch. 6 at location 15 miles south of Miami as proposed in FCC's rulemaking order of June 25. Havana station is key of Goar Mestre's CMQ-TV network covering islands.

B•T

FAMILY PLAN • Ford Motor Co., for its fall institutional campaign—"Ford family of fine cars"—is planning to use radio spot campaign in top 75 U. S. cities, one or two stations in each city, effective Sept. 4. Contracts for four weeks are being placed through Kenyon & Eckhardt, N. Y.

B•T

SPECIAL radio-tv market research effort that has been in preparation for some time is ready for unveiling by Peters, Griffin, Woodward, which represents more than 50 radio and tv stations. Advance look is set for New York news conference Wednesday. Firm's spokesmen say project is biggest of its kind yet undertaken by station representative, is based on "extensive" market research material and takes in all facets of marketing theme. Purpose: to stimulate radio and tv spot billing.

B•T

CHICAGO CALLING • With Chairman Warren G. Magnuson (D-Wash.) and other Democratic members of Senate Interstate Commerce Committee in Chicago this week for Democratic National Convention, call was sent out late last week to Nicholas Zapple, communications specialist of committee, to interrupt his Cape God vacation and report to Conrad Hilton Hotel headquarters. No word was forthcoming as to reason but it was thought visit might be in connection with national Democratic Committee policy on radio and tv.

B•T

PRELIMINARY plans are being made for observance of Gen. David Sarnoff's 50th anniversary in electronics Sept. 30. Occasion will be observed by RCA, with big banquet at New York's Waldorf-Astoria. Gen. Sarnoff, now 65, began his career in electronics on Sept. 30, 1906, with Marconi Wireless Telegraph Co. of America.

Which Kansas City radio station is getting the lion's share of national business?

WHB

10,000 WATTS, 710 K.C.

The same station which is getting the lion's share of listeners!—WHB

The buying action of these and other national advertisers, and their advertising agencies, is the most graphic kind of confirmation of the power and the dominance indicated by WHB's audience-share superiority. Talk to WHB General Manager, George W. Armstrong, or the man from Blair.

ANACIN • ANSCO FILM • ALLSTATE INSURANCE COMPANY • B. C. HEADACHE POWDERS • BAYER ASPIRIN • BAKER'S HAIR TONIC • BUDWEISER BEER • BUSCH BAVARIAN BEER • DR. CALDWELL CAMEL CIGARETTES • CARLING'S RED CAP ALE • CHESTERFIELDS • CLARK CANDY COMPANY CLARK SUPER GASOLINE • CONTINENTAL AIRLINES • CONTINENTAL TRAILWAYS • COPPERTONE LOTION • DAFFODIL FARM BREAD • DODGE TRUCKS • DRANO • EX LAX • FORD MOTOR COMPANY • GRIESEDIECK BROTHERS BEER • GENERAL MOTORS ACCEPTANCE CORP. • GOLD MEDAL FLOUR • GOETZ BEER • HOUSEHOLD FINANCE CORP. • IMPERIAL MARGARINE • INSTANT MAXWELL HOUSE COFFEE • INSTANT SANKA • JELLO • KOOL-AID • KRAZY KORN • KROGER STORES L & M CIGARETTES • LIFE MAGAZINE • LIPTON TEA • M.G.M. PICTURES • MAPLE DEL SYRUP MILLER BEER • MILNOT • NASH CARS • NUMBER SEVEN POLISH • OCEAN SPRAY • OLD SPICE PACKARD CARS • PALL MALL • PEPSODENT TOOTHPASTE • PRINCE ALBERT TOBACCO • RAINDROPS READER'S DIGEST • RHEEMAIRE • RYBUTOL • SALEM CIGARETTES • SANTA FE RAILROAD • SARAKA SATURDAY EVENING POST • SEITZ PACKING COMPANY • SIMMONS MATTRESS • SIMONIZ (BODY SHEEN AND KLEENER) • SINCLAIR GASOLINE • SLENDERELLA • SLUMBERON MATTRESS • SUNKIST FRUITS • SWIFT FROZEN FOODS • HERBERT TAREYTON CIGARETTES • TOP VALUE STAMPS • TURTLE WAX • UNITED AIRLINES • VEL SOAP • VICEROY CIGARETTES • WESTINGHOUSE • WINDEX WISK DETERGENT.

Latest!

Metro Pulse

WHB first all day and night. WHB first 360 out of 360 ¼ hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest!

Area Pulse

WHB 1st all day. WHB 1st 263 out of 288 ¼ hours. 25 second place ¼'s, none lower, Mon.-Sat., 6 a.m.-midnight.

Latest!

Area Nielsen

WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest!

Hooper

WHB 1st all day with 45.6% share of audience. Mon.-Fri., 7 a.m.-6 p.m., Sat., 8 a.m.-6 p.m.

"THE STORZ STATIONS" *Todd Storz—President*

WDGY
Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH
Omaha
Represented by
H-R Reps, Inc.

WHB
Kansas City
Represented by
John Blair & Co.

WTIX
New Orleans
Represented by
Adam J. Young, Jr.

WQAM*
Miami
Represented by
John Blair & Co.

*Transfer Subject to FCC Approval

at deadline

97 JOIN MAXIMUM SERVICE TELECASTERS, PLAN $100,000 TV ENGINEERING SURVEY

NEARLY HALF of nation's full-power tv stations eligible to join newly formed Assn. of Maximum Service Telecasters became charter-members at enthusiastic organization meeting in Chicago Friday. By acclamation, 61 registered delegates, representing 97 stations, elected new 15-man board of directors, which afterward selected slate of officers headed by Jack Harris, KPRC-TV Houston, temporary chairman, as its first president.

About 200 stations using maximum power, of which four are uhf, are eligible for AMST membership. Organization's objective is preservation of full coverage as opposed to degradation of engineering standards, and full study and use of uhf in addition to vhf to give greatest impetus to nationwide competitive telecasting. Three of four maximum power uhf's are enrolled.

Meeting was told that new estimated $100,000 nationwide engineering survey is already underway and will encompass 35 markets under criteria being evolved in cooperation with FCC engineering department.

Permanent organization is planned in Washington to be headed by managing director to be selected. In addition to A. D. Ring & Assoc., consulting engineers, Washington law firm will be retained, probably in next fortnight. AMST plans to file with FCC, prior to Oct. 1 deadline, statement of its position in response to June 25 rulemaking on deintermixture.

In addition to Mr. Harris, other officers elected by board are Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Ken Carter, WAAM-TV Baltimore, second vice president; Harold Gross, WJIM-TV Lansing, Mich., secretary-treasurer. Executive committee comprises Messrs. Harris; Gross, Crutchfield; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; John H. DeWitt, WSM-TV Nashville; John S. Hayes, WTOP-TV Washington, and Harold V. Hough, WBAP-TV Fort Worth. Also elected directors were Joe Bernard, WGR-TV Buffalo; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Don Davis, KMBC-TV Kansas City; Payson Hall, WOW-TV Omaha; Howard Lane, KOIN-TV Portland, Ore.; Harold C. Stuart, KVOO-TV Tulsa and Robert D. Swezey, WDSU-TV New Orleans.

Incorporation papers and by-laws were adopted, latter with several amendments, to govern new organization, which assumes full trade association status in its field.

Formal organization came 60 days after machinery was set in motion at New Orleans exploratory meeting.

In kicking off session, Mr. Harris emphasized group is not anti-uhf, and promised that if engineering studies should indicate that substantial or complete conversion to uhf would best serve public, AMST would "undoubtedly approve that move in a manner best designed to protect the interest of the set owning public." Mr. Harris deplored failure of pioneer tv stations to sell themselves to public and Congress. He predicted 150 to 200 eligible stations would be in membership shortly. Network owned and operated stations are eligible but have not applied.

Mr. Harris read letter from Chairman Magnuson of Senate Commerce Committee assuring group there would be no hasty action detrimental to overall tv system and that committee would be "on guard" to see that no serious damage is done to present television system in continuing effort to improve. He disagreed with telegram from AMST members at closing session of Congress that FCC's June 25 deintermixture action was premature. He welcomed help of AMST on expedited research and development of uhf receiving and transmitting equipment. AMST hasn't drafted its reply, but President Harris said chairman's position was not unreasonable and, in fact, was regarded as encouraging.

Mr. DeWitt, as chairman of engineering committee, said engineering study, originally estimated at $50,000, would run double that amount. He said basic approach is that uhf must succeed and that field survey will supply essential technical data to chart future course of all television—not distinguishing between uhf and vhf bands. There's precedent in this in radio, he said, where lower bands are different values but it's all radio. Study also includes receiver manufacturers. Latter, he said, have been dragging their heels in all-band sets.

Citing essentiality of technical facts, he said two mobile units with uhf-vhf ranges will measure comparable services under existing conditions. Hydraulic antennas on trucks will measure at 30 feet above terrain—FCC's standards —both uhf and vhf transmissions at full power. Initial studies will be in New Orleans, Wilkes-Barre and Portland, Ore., as first of 35 markets to be covered first year. Data will be sent to FCC and, as techniques are developed, stations will be notified to enable them to make own measurements in conformity with standards thus established.

Proposal to amend by-laws so that board would be set up by regions with equitable representation of uhf as well as vhf, offered by George Mayoral, WJMR New Orleans, died for lack of second.

Speakers included Mr. Stuart, as acting chairman of law committee, who explained corporate structure, and Mr. Sugg, one of prime movers, who exhorted members to indoctrinate public officials back home on importance of equitable handling of allocations and to solicit 100% membership of qualified stations.

List of 97 "paid-in members" who became charter members of AMST, follows: WABT (TV), WBRC-TV Birmingham, Ala.; WALA-TV, WKRG-TV Mobile, Ala.; WSFA-TV Montgomery, Ala.; KFRE-TV Fresno, Calif.; KCRA-TV Sacramento, Calif.; KFMB-TV San Diego; KRON-TV San Francisco; WTVJ (TV), WCKT (TV) Miami; WDBO-TV Orlando, Fla.; WTVT (TV) Tampa, Fla.; WJBF-TV Augusta, Ga.; WRBL-TV Columbus, Ga.; WHBF-TV Rock Island, Ill.; WAVE-TV Louisville, Ky.; WBRZ (TV) Baton Rouge, La.; WDSU-TV, WJMR-TV New Orleans; KSLA-TV Shreveport, La.; WMTW (TV) Poland Spring, Me.; WGAN-TV, WCSH-TV Portland, Me.

WAAM (TV), WBAL-TV Baltimore; WNEM-TV Bay City, Mich.; WOOD-TV Grand Rapids, Mich.; WJIM-TV Lansing, Mich.; WTOK-TV Meridian, Miss.; KFVS-TV Cape Girardeau, Mo.; KCMO-TV, KMBC-TV Kansas City; KTTS-TV Springfield, Mo.; WOW-TV, KMTV (TV) Omaha, Neb.; WBEN-TV, WGR-TV Buffalo; WSYR-TV Syracuse; WLOS-TV Asheville, N. C.; WTVD (TV) Durham, N. C.; WFMY-TV Greensboro, N. C.; WSJS-TV Winston-Salem, N. C.; WCPO-TV, WKRC-TV Cincinnati; WJW-TV, WEWS (TV) Cleveland; KWTV (TV), WKY-TV Oklahoma City; KOTV (TV), KVOO-TV Tulsa; KOIN-TV Portland, Ore.

WJAC-TV Johnstown, Pa.; WGAL-TV Lancaster, Pa.; WBRE-TV Wilkes-Barre, Pa.; WJAR-TV, WPRO-TV Providence, R. I.; WCSC-TV Charleston, S. C.; WFBC-TV Greenville, S. C.; WMCT (TV), WREC-TV Memphis;; WSM-TV, WLAC-TV Nashville; KFDM-TV Beaumont, Tex.; KRLD-TV, WFAA-TV Dallas; WBAP-TV Fort Worth; KPRC-TV, KTRK-TV Houston; KDUB-TV Lubbock, Tex.; KENS-TV, WOAI-TV San Antonio; WTAR-TV Norfolk, Va.; WTVR (TV) Richmond, Va.; WSLS-TV Roanoke, Va.; KOMO-TV Seattle; WCHS-TV Charleston, W. Va.; WSAZ-TV Huntington, W. Va.; WTRF-TV Wheeling, W. Va.

WSB-TV, WAGA-TV Atlanta, Ga.; WJBK-TV Detroit; WSPD-TV Toledo; KPTV (TV) Portland, Ore.; WTOP-TV Washington, D. C.; WMBR-TV Jacksonville, Fla.; WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WHIO-TV Dayton; WFBM-TV Indianapolis; WTMJ-TV Milwaukee; KHQ-TV Spokane; KGNC-TV Amarillo, Tex.; KDAL-TV Duluth, Minn.; WIBW-TV Topeka, Kan.; KWK-TV St. Louis and WGN-TV Chicago.

DOUBLE DUTY

NEWSMEN are not only people called upon for double duty at political conventions. Singer Johnny Desmond was set to lead delegate singing of "The Star Spangled Banner" at Democratic convention opener today (Mon.). Soon afterward announcer Johnny Desmond, moving from podium to studio at back of amphitheatre, was to be ready to assist with Philco Corp. commercials on ABC.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 50.

LONG ON CASH • U. S. Rubber (Keds sneakers), through its local branch managers, understood to have some money left over from its spring campaign for possible small "back-to-school" tv schedule. Fletcher D. Richards, N. Y., is agency.

ANTENNA SPOTS • Radiart Corp. (CDR Antennas), Cleveland, planning 13-week tv spot announcement campaign starting Sept. 1 in about 40 markets. Nelson Stern Adv., Cleveland, is agency.

CARS BUY IN CHICAGO • Lincoln-Mercury Dealers, through Kenyon & Eckhardt, N. Y., buying seven-day radio campaign to start Aug. 20 on 70 stations in Chicago district.

WOR-TV Rates Up Third

ALL RATES at WOR-TV New York go up 33⅓% on Sept. 1, William Dix, WOR-TV's sales manager, is announcing today (Mon.). Under WOR-TV's new rate structure one-hour Class A (7-11 p.m.) will increase from present $1,500 to $2,000; one-hour Class B (6-7 p.m.) from $1,125 to $1,500, and one-hour Class C (sign on to 6 p.m. and 11 p.m. to sign off) from $750 to $1,000. Other Class A time rates: half hour was $900, will be $1,200; quarter-hour was $600, will be $800. Reason for boost, according to Mr. Dix: "increase in audience acceptance."

In Omaha,
WOW-TV – By a LANDSLIDE!

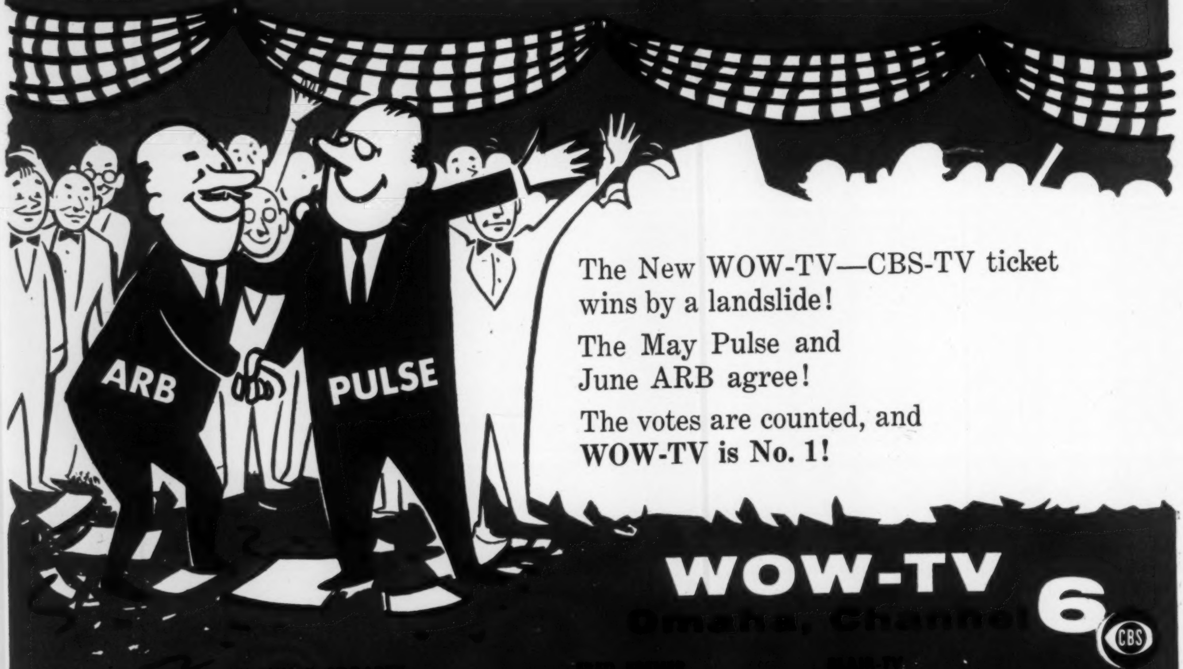
QUARTER HOUR FIRSTS

	WOW TV	OTHER STATION
PULSE	189	102
ARB	290	164

Because Pulse lists average rating for each Mon.-Fri. daytime quarter hour, it reports less total quarter hours than ARB.

TOP 15 SHOWS

	WOW TV	OTHER STATION
PULSE	11	4
ARB	11	4



The New WOW-TV—CBS-TV ticket wins by a landslide!

The May Pulse and June ARB agree!

The votes are counted, and **WOW-TV is No. 1!**

WOW-TV
Omaha, Channel 6 CBS

FRANK P. FOGARTY
Vice President & General Manager

FRED EBENER
Commercial Manager

BLAIR-TV
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OM	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Phipps Buys WJNO-TV; WFPG, KQUE Change Hands

TRANSFERS of one tv station, WJNO-TV West Palm Beach, Fla., and two radio stations announced Friday, subject to FCC approval.

WJNO-TV sale [CLOSED CIRCUIT, July 30] completed Friday at $880,000 price, with John H. Phipps, owner of three radio stations and one tv outlet, as purchaser. Sellers are WJNO Inc. (50%), retaining its am outlet in West Palm Beach; Theodore Granik, chairman of board (22.42%), and William H. Cook, executive vice president (22.42%). Messrs. Granik and Cook had formed competing West Palm Beach applicant prior to merger with WJNO Inc. in tv operation.

Mr. Phipps, real estate holder and cattleman, announced there will be no personnel changes, with Theodore A. Eiland continuing as general manager. Mr. Phipps' other broadcast properties include WCTV (TV) Thomasville, Ga.; WTYS Marianna, Fla.; WTAL-AM-FM Tallahassee, Fla., and WKTG Thomasville. WJNO-TV operates on ch. 5 with 100 kw video power. Top hourly rate is $275. It is NBC-TV primary and CBS-TV supplementary.

Jerry Sill, formerly of WMIL Milwaukee, purchased WFPG Atlantic City, N. J., for $150,000. Station owned by Friendly Group (John J. Laux), which retains ch. 46 WFPG-TV, now silent. WFPG operates on 1450 kc with 250 w. Blackburn-Hamilton Co. was broker.

KQUE Albuquerque, N. M., was purchased by H. W. Cassill and associates for $135,000. Mr. Cassill is general manager of KTRI Sioux City, Iowa. Sellers were William Wayne Phelps and DeWitt Landis. Station operates on 1240 kc with 250 w. Blackburn-Hamilton was broker.

NBC, Warner Bros. Films Talk About Newsreel Buy

NBC AUTHORITIES acknowledged Friday that both NBC and its subsidiary, California National Productions, have held "discussions" with Warner Bros. regarding possible acquisition of Warner's Pathe newsreel, which is being discontinued. They said conversations were still "preliminary," however, and had not reached point of talking prices.

Objective said to be company's approximately 25 million feet of newsfilm dating back to 1898. NBC Television Films, part of CNP, already has library of about 30 million feet including backlog acquired from March of Time short while ago.

Warners, which bought Pathe in 1947 for about $3 million, has operated it through subsidiary, Warner News Inc., which is being discontinued as of Aug. 23. There has been speculation of possible sale to a network, and Warners spokesmen fortnight ago said efforts also are being made to find buyer who might continue newsreel service as exclusive tv operation [B•T, July 30].

WTVW (TV) Target Aug. 21

SCHEDULED to begin operating commercially Aug. 21 is ch. 7 WTVW (TV) Evansville, Ind. Station requested special temporary authority from FCC Friday.

N. Y. Boxing Unit Denies Bid for Monday Tv Bouts

SIXTEEN-YEAR-OLD FCC case was cited Friday as part-basis for New York State Athletic Commission action in refusing to grant Emil Lence license to stage Monday night bouts from Brooklyn's Eastern Parkway Arena.

Athletic commission cited Supreme Court decision in 1940—FCC v. Sanders—which held that while Communications Act doesn't protect existing licensee against competition, possibility remains that "by a division of the field, both stations will be compelled to render inadequate service." Mr. Lence, dress manufacturer and also president of Continental Sports Events Inc., had wanted to telecast—via Sports Network Inc.—fights at same time that DuMont Broadcasting Corp. is feeding St. Nicholas Arena bouts to lineup of 37 stations (17 live, 20 delayed).

Athletic commissioners Julius Helfand, James A. Farley Jr. and Frank Souhan said they "recognized" that boxing could not survive without tv revenues. But, they said, with three major networks in operation at that time, two special events networks (DuMont's and one proposed by Mr. Lence) would not garner sufficient number of stations to enable both to operate in "public interest." When Mr. Lence rejected their suggestion that he carry his proposed bouts on "any other night of the week," they denied his application.

WCDT Joins ABC Radio

AFFILIATION of WCDT Winchester, Tenn., with ABC Radio is being announced today (Mon.) by WCDT's General Manager Ernest F. Richards Jr. and ABC Radio's station relations director, Edward J. Degray. WCDT, owned by Franklin County Broadcasting Co., operates with 250 w on 1340 kc. It has been Mutual affiliate. Future MBS status of station could not be immediately determined.

Two File Tv Applications

TWO tv applications filed Friday. WEEK-AM-TV Peoria, Ill., asked for ch. 35 in LaSalle, Ill., 50 miles northeast of Peoria, to be operated as satellite of Peoria outlet. Application calls for 18.8 kw, 431 ft. antenna height above average terrain and $73,750 for construction. Southwestern Publishing Co. (Donald W. Reynolds) filed for ch. 10 in Elko, Nev. (pop. 5,393), seeking 12.9 kw with antenna 74 ft. above ground and $65,800 for construction. Mr. Reynolds already owns KFSA-AM-FM-TV Fort Smith, Ark.; KOLO-AM-TV Reno, Nev.; KORK Las Vegas, KLRJ-TV Henderson, Nev.; KHBG Okmulgee, Okla.; KBRS Springdale, Ark. He is publisher of newspapers in Southwest.

UPCOMING

Aug. 16-17: RAB Western Managers' Conference, Palo Alto, Calif.

Aug. 17-19: West Virginia Broadcasters' Late Summer Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

PEOPLE

LEE PHILLIPS named national sales manager for WITV (TV) Miami, Fla.

THOMAS MAHLMAN, formerly with Benton & Bowles, N. Y., to J. M. Mathes, N. Y., as account executive.

JOHN KIERAN, publicity director, WABD (TV) New York, resigned Friday. His future connection has not been announced.

TORVEN GRUNTH, assistant account executive on Remington-Rand Shaver Div. at Robert Otto & Co., R-R's international agency, to account executive. **STUART FRITCHE,** vice president, continues as account supervisor.

ROSELOU FLANAGAN, assistant secretary, Norman, Craig & Kummel, N. Y., and with agency since 1943, appointed general manager. She will supervise accounting, insurance, real estate and purchasing operations for agency and have administrative supervision of Toledo and Los Angeles offices.

SCOTT HELT, 49, patent administrator, Allen B. DuMont Labs, died Thursday in New York City of heart attack. Mr. Helt joined DuMont in 1944 after having served as chief engineer for several southern radio stations. Surviving are his wife, son, mother and twin brother.

HELLA TEIG and **JOYCE PETERS,** estimators, Emil Mogul Co., promoted to timebuyers. Miss Teig has been with radio-tv department since 1954; Miss Peters joined firm in 1955.

HERBERT B. CAHAN, program manager, WAAM-TV Baltimore, to WBZ-TV Boston in similar capacity.

ART CURTIS, of Chicago office of George P. Hollingbery Co., station representatives, is resigning to join Peters, Griffin, Woodward representation firm in Chicago, effective Sept. 1. John B. Sias, of PGW's Chicago office, is transferring to New York.

WARREN NELSON, of Chicago office of George P. Hollingbery Co., named television sales manager for Chicago, succeeding Art Curtis (see item above).

Poller Makes Pay-Tv Plea

ANY STUDY of uhf should include subscription tv, Lou Poller, ch. 25 WCAN-TV Milwaukee owner, told FCC Friday in filing comments on allocations plan regarding uhf-vhf situation (deadline is Oct. 1). Mr. Poller urged that issues in June 25 allocations report include pay tv. Milwaukee tv owner (WCAN-TV is not now on air) has proposed to sell WCAN-TV to Television Exhibitors of America Inc. (in which he is principal) which proposes to use station 25% for pay tv. Same transfer involving ch. 44 WOPT (TV) Chicago also on file at FCC.

Paramount Reports Earnings

CONSOLIDATED net earning of Paramount Pictures Corp. for first six months of year was estimated Friday at $5,001,000 after taxes, or equal to $2.40 per share based on 2,086,000 shares outstanding. Included is $1.23 per share representing profit on sale of film shorts and cartoons. Associated Artists Productions acquired library of 234 "Popeye" cartoons from Paramount for estimated $1.5 million, while National Telefilm Assoc. has short subject library which cost about $2,771,000. In same period last year, earnings were $5,165,000, or $2.36 each on 2,189,000 shares then outstanding.

the week in brief

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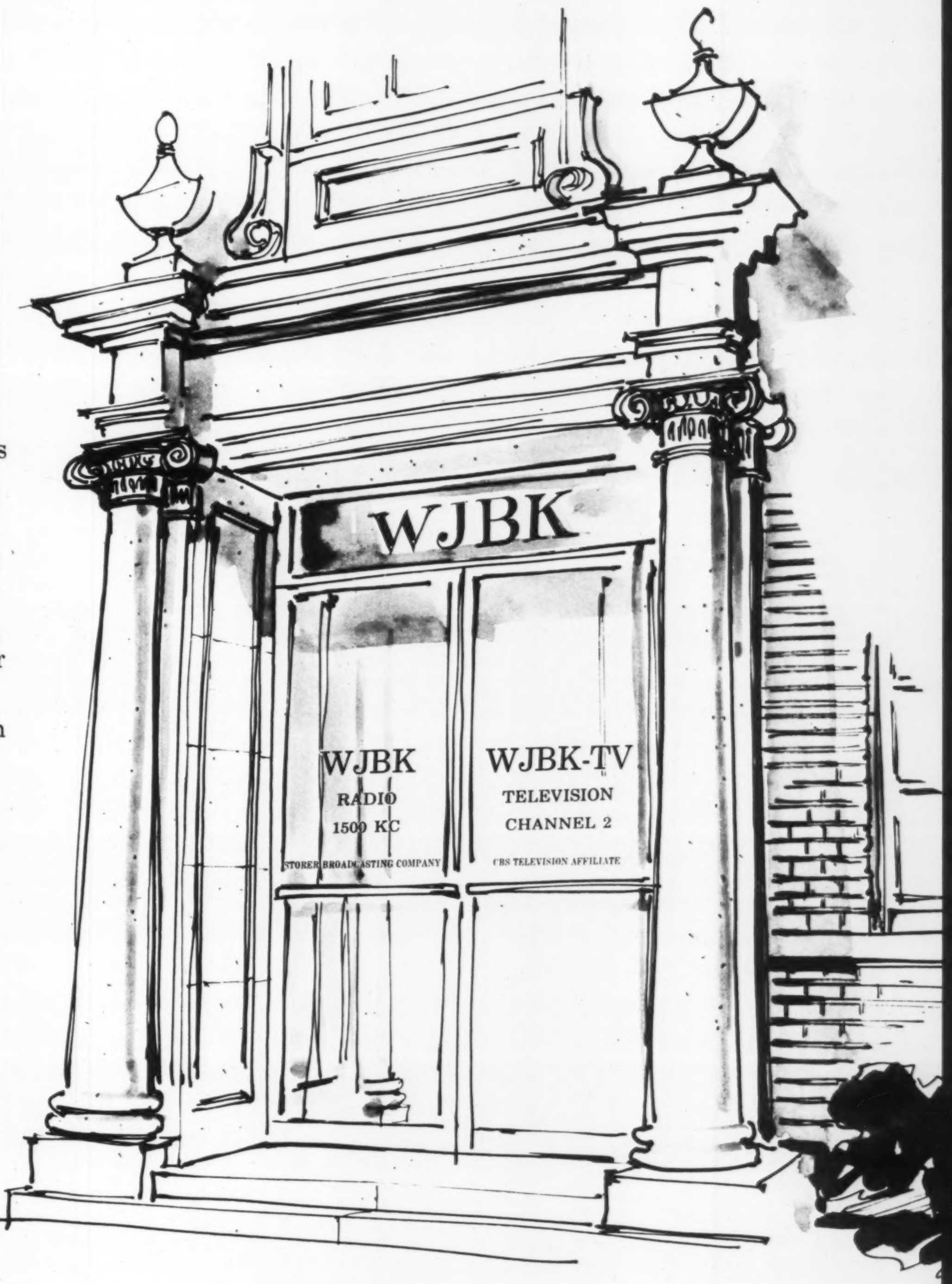
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WJBK-TV
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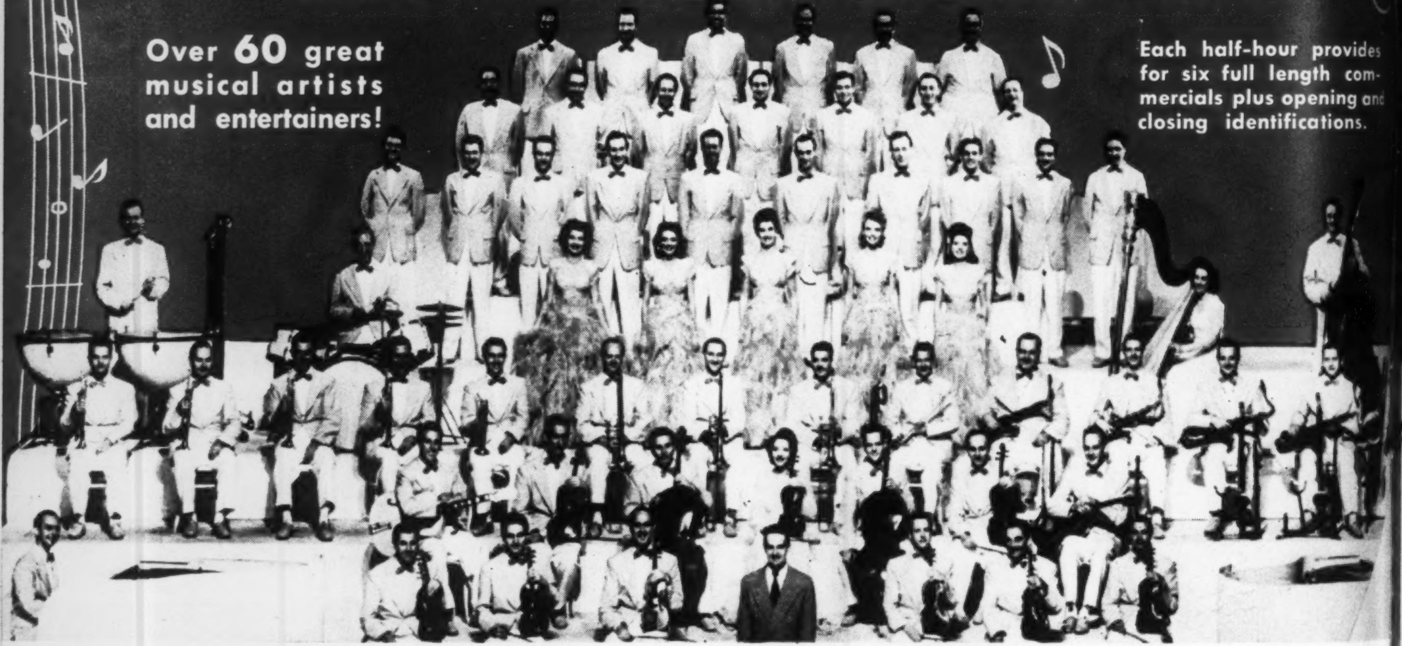

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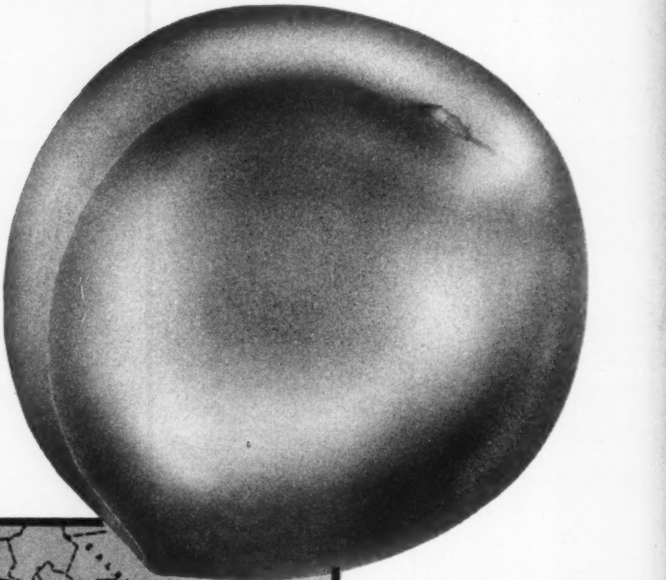
It's **50**TH* in the Nation

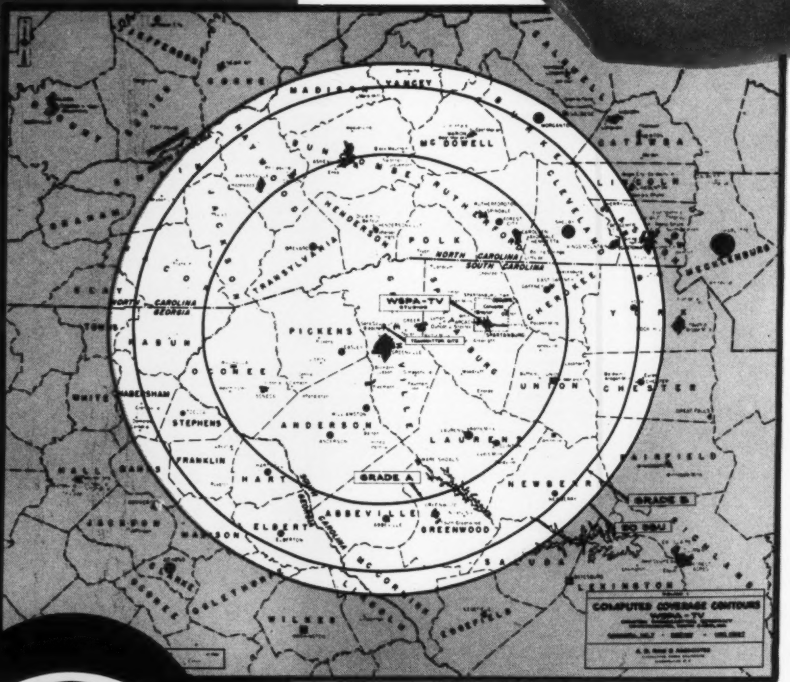
Population
1,780,500**

Families
457,700***

Total TV Sets
286,765***

* CBS REPORT TO FCC 1955
** SALES MANAGEMENT 1955
*** RETMA MAY 1, 1956

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NORTH CAROLINA
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OCONEE
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ANDERSON
LAURENS
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HART
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NEWBERRY
GRADE B
ELBERT
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COMPUTED COVERAGE CONTOURS
WSPA-TV

**WSPA-TV
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CAROLINA PEACH BELT**

(Spartanburg County alone ships more peaches than the entire state of Georgia.)

This "Peach of a Market" has industrial payrolls of $973 Million; a farm income of $247 Million; Spendable income totals nearly $2 Billion.

THIS MAKES
WSPA-TV
A MUST BUY
IN THE CAROLINAS

CBS
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Hollingbery Co.

257,000 WATTS

WSPA
AM-FM-TV
SPARTAN RADIOCASTING CO.
WALTER J. BROWN
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CHANNEL 7
WSPA
TV
SPARTANBURG, S.C

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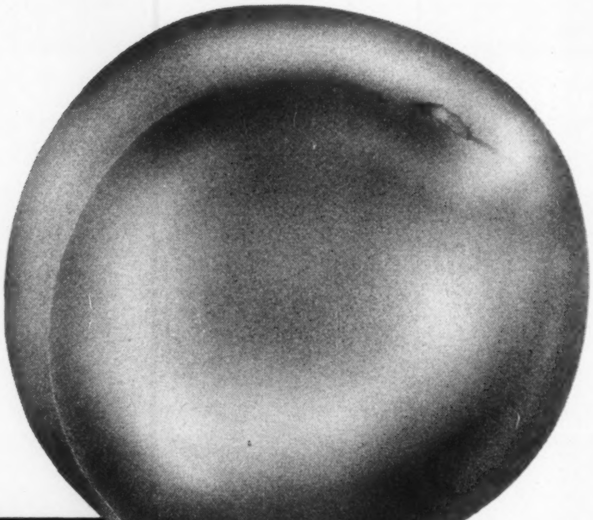

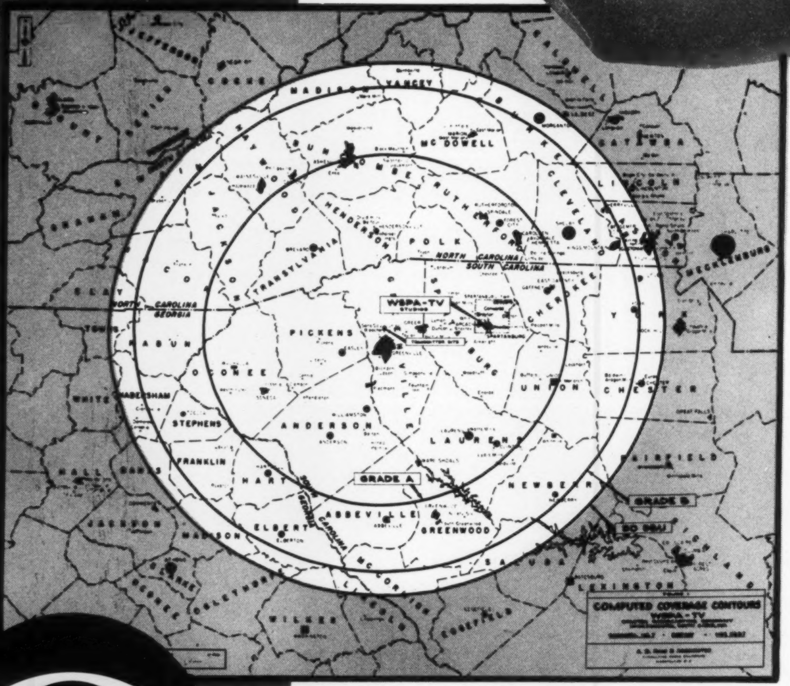
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THE GOLDEN TOUCH OF FRANKIE CARLE

THE FANS of Mr. Carle's distinctive piano playing must have welcomed NBC-TV's giving him a show, but they could hardly have been satisfied with the bits and pieces served up on the opener last Tuesday.

It's obvious that television producers are still convinced that no musical talent, particularly instrumental talent, is good enough to carry itself without visual gimmicks. Mr. Carle was all but crowded off the screen by the ones they dreamed up for him.

He appears in a set dominated by piano keyboards painted on the floor. He has a guest star—last week it was vocalist Joanne Gilbert—who gets far more exposure than he does. He also has an offstage voice to talk to—the same technique NBC-TV has used on its George Gobel and Perry Como shows.

But when it gets down to the main attraction, Mr. Carle is permitted to play only snatches of the songs that made him famous. It was more like a "coming attractions" than the show itself. Perhaps that was deliberate, this being the first show, but we can hope they'll turn him loose next week. If you tune in at all, it's because you like the way that man plays piano; it's not to see how well they can doll up the set or how clever they can make the dialogue.

Production costs: Approximately $5,000.
Broadcast sustaining on NBC-TV, Tues., 7:30-7:45 p.m. EDT.
Musicians: Perry Bodkin on guitar, Max Albright on drums, Sam Shifitz on bass.
Producer-director: Jim Jordan Jr.; assistant director: Rick Oxford; technical director: Clair McCoy; art and set director: Syd Russekoff; lighting: Jim Kilgore; audio: Howard Ialberg; video: Paul Bender.

SEEN & HEARD

A short course in American political history was begun on CBS-TV Aug. 5, when *Bandwagon '56* traced the growth of the two major parties from the days of the first President, who feared that a two-party system would divide the nation, through the 1850's and 60's, when it finally did. Old pictures and especially the early violently partisan political cartoons provided excellent teaching aids for instructor Robert Trout, who should find a full class at eager attention for the second meeting which will trace the course of politics from 1884 to the present. But at least one avid student would be just as well pleased if the ballad interludes of Dylan Todd were omitted from the next installment. Communications have improved since the strolling minstrel was a major source of news.

After NBC-TV's Aug. 6 *Matinee Theatre* production of Edgar Allen Poe's "Fall of the House of Usher," m.c. John Conte, stationed before an eerily lighted tomb, was going to show viewers how to spray cobwebs from a vacuum can. But some angry spirit saw that he picked up an empty can, and the bit didn't come off. The visual version of the Poe chiller didn't quite make it either, though competently played. The horror that lives in the mind was reduced to mild wonder when space dimensions were added. It was a brave try, however, and an experiment that should have been made, an entirely worthy attempt on the eve of *Matinee's* **200th telecast.**

Last Monday night's *Robert Montgomery Presents* and *Studio One* both were sickly, and seemingly plagued with the same disease. The symptoms; cliche-ridden, amateurish structure without an ending.

Presents was about a long-unmarried small town girl who gets a chance at romance with a traveling salesman, only to have him killed in an auto accident when her mother refuses to let them marry at once. Solution: the girl goes away to Europe and her henpecked father goes off to a poker game.

Studio One was another in the "Executive Suite" vein. The promising junior executive quits because the tyrannical boss has no ethics. He takes with him some of the accounts and the boss' daughter. The boss hires a gangster to beat him up. Solution: The boss decides not to have him beaten up. Curtain.

Martha Rountree, the Dixie belle conductor of NBC-TV's *Press Conference,* gave every impression last week of having tried out one of her sponsor's products while on the air—no mean accomplishment considering that the sponsor is Corn Products Refining Co. Following the closing commercial, the camera swung back to Miss Rountree, caught her practically asleep on the switch for three agonizing seconds until she realized she was back on the air. For the next few minutes, Miss Rountree, flustered and derailed, tried to *ad lib* her way back on the track despite the apparent handicap of having her mouth clogged up with Argo corn starch.

BOOKS

THE FUNNY MEN, by Steve Allen. Simon & Schuster, 630 Fifth Ave., New York 20, N. Y.; 276 pp. $3.95.

IS THERE such a thing as a "new" joke? Steve Allen, NBC-TV humorist, pianist, author, composer, magazine columnist and Lord knows what else, doesn't think this matters at all, for though he made so many of them, God did not endow the great American unwashed with a capacity to remember "old" jokes. In *The Funny Men,* an introspective study of broadcast comedy, its practitioners and techniques [see PLAYBACK, June 11], Mr. Allen explains in some detail what makes Sammy (Levenson) and his colleagues run, fall short, stop or break records of note. Sixteen of the nation's top comedy stars come under discussion, and when all is said and done, the hero of the book turns out not to be Jack Benny, as it were, or the late Fred Allen (sometimes called Steve's grandfather), but that poor, misplaced individual of the airwaves, the writer of Mr. Benny's material.

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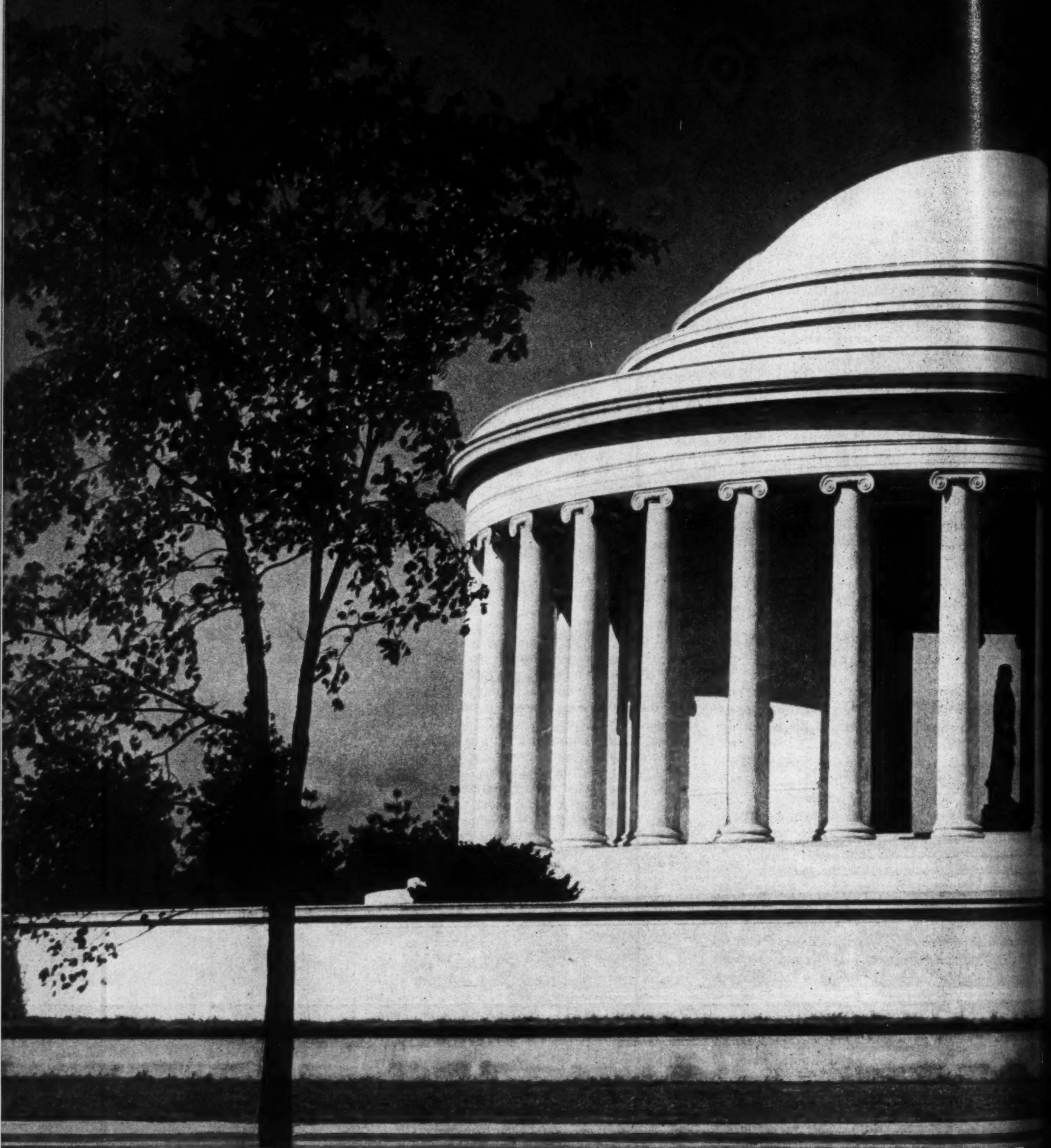

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WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga,
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.

WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

e... yet known throughout the nation.

Thomas Jefferson's great pride was in being known as
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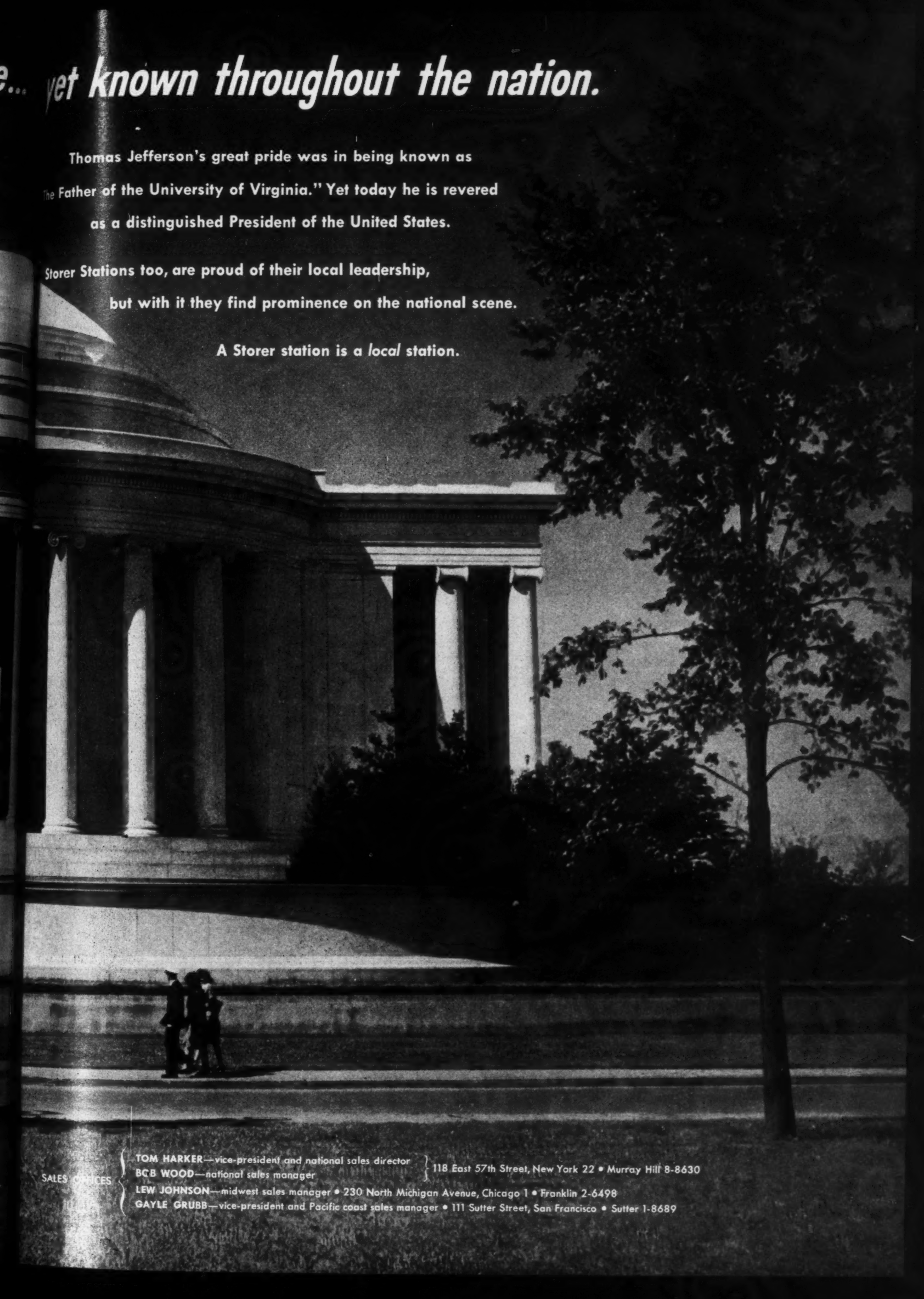
as a distinguished President of the United States.

Storer Stations too, are proud of their local leadership,
but with it they find prominence on the national scene.

A Storer station is a *local* station.



SALES OFFICES

TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WPTZ

PLATTSBURGH, NEW YORK

George L. BarenBregge, General Manager

ence work for anyone with copyright problems, particularly those extending beyond national boundaries.

EFFECTIVE ADVERTISING COPY, by Merrill DeVoe. The MacMillan Co., 60 Fifth Ave., New York 11, N. Y. 717 pp. $8.75.

THIS textbook is unusual in that it contains no separate chapters on copy for radio or television distinct from that for printed media. The author's view, stated on page 677, is: "Whether you are writing advertising copy for television, radio, newspapers, magazines or any other medium, strive to make the copy as verbally effective as you can. But remember that the success of your effort depends mainly upon starting with a sales or product idea that is appealing and interesting to the audience or market you are trying to reach." Former associate professor of advertising at the U. of Southern California and teacher of advertising and marketing at other universities, Mr. DeVoe is now a consultant.

TEACHING BY CLOSED-CIRCUIT TELEVISION. American Council on Education, 1785 Massachusetts Ave., Washington 6, D. C. 67 pp. Paper bound. $1.

LAST Feb. 26-28, a group of 93 persons from 55 institutions and 16 organizations gathered at Iowa Continuation Center in Iowa City to attend a conference on the use of closed-circuit tv as an educational tool. The conference was sponsored jointly by the ACE's committee on television and the State U. of Iowa. This book is a condensed version of the reports and discussions at that three-day meeting. It should be of interest to any teacher or school administrator who would like to know something of the potentialities of this new instructional device.

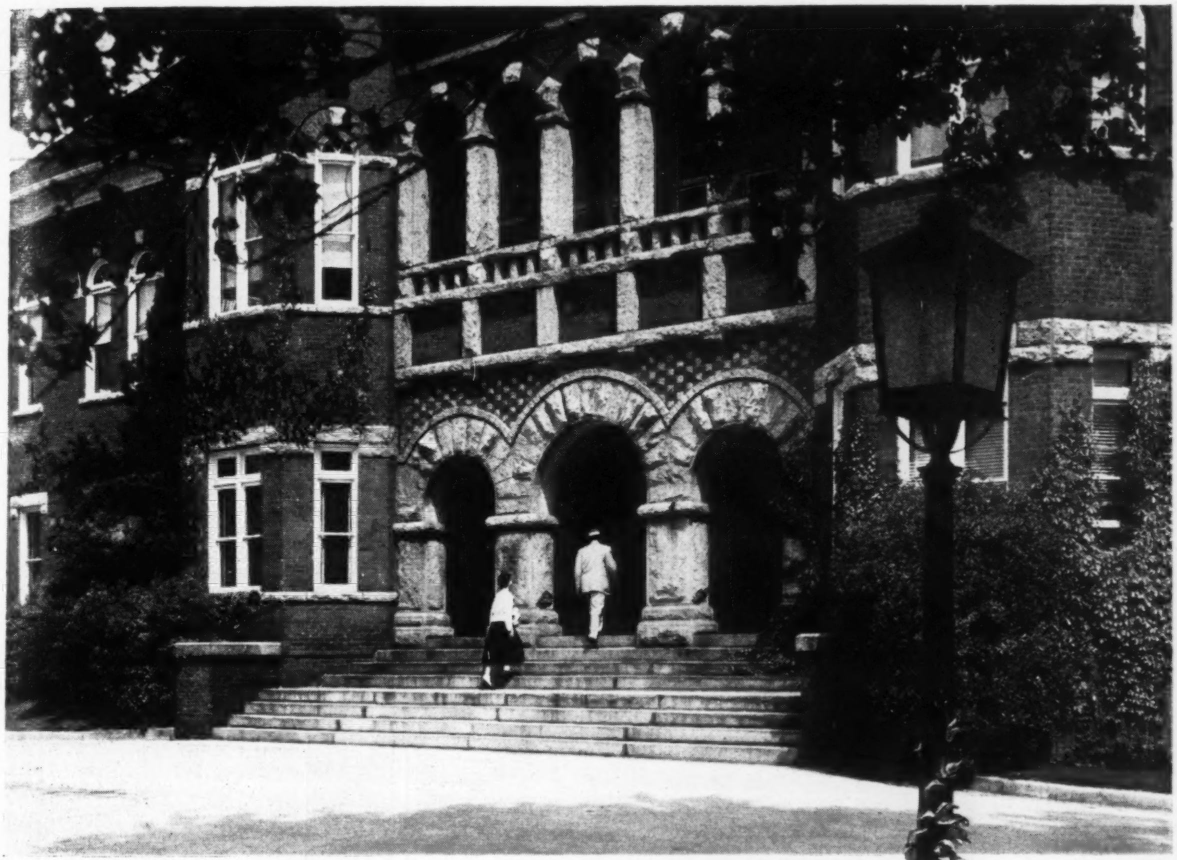
PRINCIPLES OF COLOR TELEVISION, by the Hazeltine Laboratories staff: edited by Knox McIlwain and Charles E. Dean. John Wiley & Sons, 440 Fourth Ave., New York 16, N. Y. 595 pp. $13.

IN RECENT years the Hazeltine Corp. has sponsored a series of reports on the problems and processes of color television. These reports have been expanded and updated and organized into a unified presentation by the book's editors: Knox McIlwain, former chief consulting engineer of Hazeltine, and Charles E. Dean, staff engineer and editor. Written for engineers by engineers, the book is designed, as Arthur V. Loughren, formerly vice president in charge of research at Hazeltine, states in his foreward, "to present the principles, and to some extent the apparatus, of this new branch of engineering . . ."

TRANSISTORS IN RADIO AND TELEVISION, by Milton S. Kiver. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 324 pp. $6.50

This book is intended as an up-to-date guide for technicians on how transistors and transistor guides work and how to service them. Extensive illustrations, including perspective diagrams, provide an insight into the workings of transistors.

Mr. Kiver explains modern electronic theory in simple terms, and describes how point-contact, junctions and other transistors operate. He discusses transistor use in commercial radio receivers and television sets and illustrates actual working circuits with component values. There also is useful information on servicing transistor circuits and transistor devices efficiently and on the precautions to observe during servicing.



Southern IVY COVERED WALLS

Ivy covers the walls of some 30 colleges and universities in the Prosperous Piedmont Section of North Carolina and Virginia . . . home of WFMY-TV. Major institutions of higher learning such as the University of North Carolina, Duke University, Wake Forest College, and Woman's College of the University of North Carolina, make the Piedmont one of the educational centers of the world.

Education, industry and agriculture team up to make this 50-county area one of the top TV markets in the nation . . . *$2.5 billion worth.* And WFMY-TV — with full 100,000 watts power on Channel 2 — has been the dominant selling medium here since 1949. With *unduplicated* CBS coverage, WFMY-TV gives you sales power *unequalled* by any station or group of stations in the area.

To "educate" your sales and profits in the Prosperous Piedmont, call your H-R-P man today.

Martinsville, Va.
Danville, Va.
Reidsville
Greensboro
Winston Salem
Salisbury
Chapel Hill
Durham
High Point
Pinehurst
Sanford
Fort Bragg

WFMY-TV. . . Pied Piper of the Piedmont

*"First with **live** TV in the Carolinas"*

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

"Since 1949"

CASE HISTORY - RADIO STATION

KSLR

BUYS

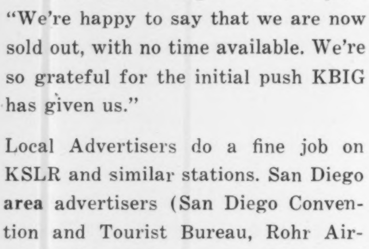
KBIG

Most radio station salesmen carry success stories from contented advertisers, but KBIG Catalina believes it has the first glowing testimonial from a brand new category of business: another radio station!

KSLR began operations this summer in Oceanside, California, and bought a schedule of 36 spots on KBIG to announce its debut.

"By the time we came on the air, it seemed that everyone in northern San Diego County knew all about us," writes KSLR Manager W. J. Taylor. "We're happy to say that we are now sold out, with no time available. We're so grateful for the initial push KBIG has given us."

Local Advertisers do a fine job on KSLR and similar stations. San Diego **area** advertisers (San Diego Convention and Tourist Bureau, Rohr Aircraft, Jai Alai Games, Kelly's of Oceanside, men's furnishings, Caliente and Del Mar races) who want their message to reach **all eight Southern California counties,** continue to use KBIG . . . Only independent powerful enough and popular enough to register in surveys at all three major Southern California metropolitan areas—Los Angeles—San Diego—San Bernardino, at lowest cost-per-thousand.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

WJAR-TV Was There

EDITOR:

Because coverage of *Doria-Stockholm* collision utilized maximum efforts of WJAR-TV staff, results of our story were late in meeting deadlines.

Chartered plane with cameramen Cooper and Clarke aboard was over collision area at 4:30 a.m. Film shooting started at dawn and first films were on the air locally at 8:20 a.m. and 8:55 a.m. The same films were fed to NBC at 9:30 a.m.

The second plane flown from Quonset with myself and WJAR-TV cameraman Wildenhain was over the area at 9:30 a.m. We covered actual sinking at 10:09 a.m. Third plane with news director Walden and Clarke was over area at 10:15 a.m. First films of the sinking were fed to NBC at about 5:15 p.m. This was followed by special 15-minute program of our entire coverage at 7:30 p.m., sponsored by Narragansett Brewing Co. The following day we had a special program at 6:30 p.m. with six survivors . . .

Dody Sinclair, Special Asst. to the Vice President
WJAR-TV, Providence, R. I.

Granted

EDITOR:

We would like your permission to quote from the Dec. 26, 1955, issue of your magazine parts of the story entitled "Helping Themselves With Radio." Both the name of the magazine and the date of the issue will be indicated.

This material will be used in a presentation on radio which is being prepared for BBDO client distribution . . .

Mrs. Theodora Anderson
Manager, Radio/Tv Research
Batten, Barton, Durstine & Osborn
New York

Camtronic Comments

EDITOR:

Many thanks on behalf of my staff and myself for the excellent story on our "Camtronic" system which appeared in your July 16 issue.

We have had many comments on it thus far, which only points up what we've known for a long time, that the people we want to reach are B•T subscribers . . . Incidentally, we are reprinting the "Camtronic" story with a B•T masthead to be sent to clients and prospective clients.

Fred A. Niles
Fred A. Niles Productions, Inc.
Chicago, Ill.

Serious Indictment

EDITOR:

It is with sincere regret that we learned of WKNY-TV's decision to cease operations, effective July 25 [B•T, July 30]. The groups of business men and women, throughout the country, who have entered this field of uhf television can be considered pioneers in the betterment of tv service to the public. That their efforts should be thwarted, at considerable time and monetary losses in most cases, is a serious indictment of federal control of commercial communications. When a government agency, such as the FCC, can first encourage investment in a [uhf] field of that government agency's own making and then, through absolute lack of any supporting action, virtually destroy the same "Frankenstein," it is a blot on our system of free enterprise.

In the case of WKNY-TV, this government malpractice strikes close to the pocketbook of area residents. Local stockholders in the television corporation were, of course, hardest hit, but also, every citizen who spent additional money to have a tv set made capable of receiving ch. 66 can write that expense off as a total loss. The arbitrary and inept acts of the FCC have direct effect on an unsuspecting public . . .

Robert L. Sabin
Sabin Advertising Agency
Kingston-Hurley, N. Y.

Sports Network Clarification

EDITOR:

An article in B•T mentioning the basketball plans of Big 10 for this coming season [CLOSED CIRCUIT, July 30] included the fact that Sports Network Inc. of New York was clearing stations and building a network for these games. This is true. However, the article went further to state that Sports Network has been "serving as sort of cable broker with AT&T." This is not the case.

Sports Network was organized in January of this year as an independent television and radio network specializing in tailormade networks for sporting events for national, regional and local clients. Our operation is basically the same as any standard television or radio network, affiliated with various stations around the country, except that we do not own television or radio stations. We lease AT&T circuits in the conduct of our business as a network, the same as the other television and radio networks, in order to distribute our programs to the various cities comprising our network. But to label us as "cable brokers" is a statement we feel should be corrected . . .

Richard E. Bailey, President
Sports Network Inc., New York

Newspaper Efficiency

EDITOR:

The article on page 67 of the July 23rd issue of B•T concerning newspaper efficiency was of considerable interest to us in the Denver market, where we have 14 commercial radio stations and 4 television outlets, plus one of each in the non-commercial category.

May we have your permission to reproduce the article photographically with annotations converting the figures quoted into cost-per-thousand?

Shulom Kurtz, Exec. Secy.
KVOD Denver, Colo.

[EDITOR'S NOTE: Permission granted.]

The Texas Story

EDITOR:

Certainly enjoyed reading the Texas issue of B•T [July 23] . . . a terrific job. In fact, I learned some things about Texas that I didn't even know myself . . .

Earle Fletcher, Mgr.
KXOL Fort Worth

EDITOR:

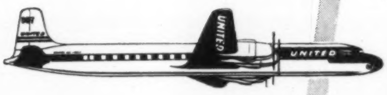
You have done a magnificent job on "The Texas Story" . . .

Gordon H. Turrentine, Gen. Mgr.
Chamber of Commerce
Houston, Texas

EDITOR:

. . . very excellent coverage . . .

Stanley A. Arbingast, Asst. Director
Bureau of Business Research
U. of Texas, Austin



Top billing coast-to-coast... Fly United Air Lines deluxe DC-7 nonstop Mainliners!

UNITED
AIR LINES

And how's this for a setting: delicious food from United's own flight kitchens, buffet snacks, a choice of cocktails, the rear lounge. It's "red carpet" luxury all the way! Try it soon . . .

4 deluxe nonstops daily each way between New York and both Los Angeles and San Francisco . . . Also DC-7 nonstop service from Chicago to Los Angeles, San Francisco and New York.

local times quoted

UNITED AIR LINES

Now that expert
pre-testing ends guesswork,
more than ever it's

Joe Kaufman

...good spot to be in!

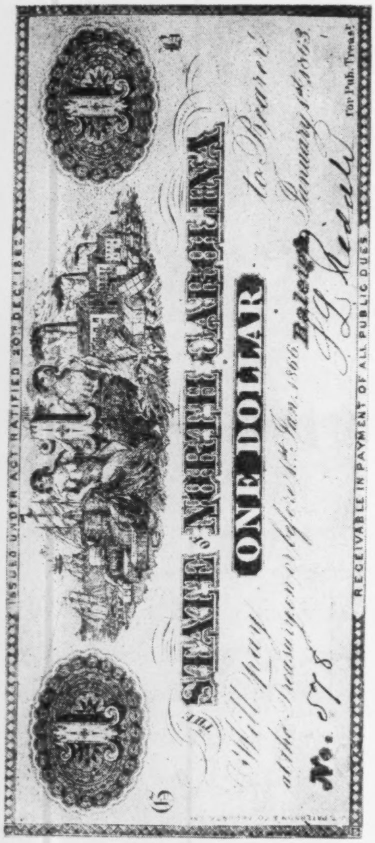
Like to get an idea how the job is going to turn out before you start? Then you'll agree with duPont, makers of Duco paint, that our Spot-Check Plan comes in mighty handy. This new spot television sales concept allows you to *pre-test* (on any or all of the 12 major stations we represent) the effectiveness of the medium and the various ways to use it ...providing reliable qualitative sales research *at no extra cost!*

duPont used the Spot-Check Plan in a three-city test to gauge spot television's power to stimulate sales and increase their share of market for paint and auto polish. Not only did the test campaign spur a tremendous boost in brand awareness, but it netted handsome sales increases as well. (In one test city, Duco paint sales shot up 65% during the 13-week test period!) According to Dick Swyers, BBDO account executive: "The test served as the basis for the entire spot campaign we're now running...helped us make national plans with solid, factual data to back us up." *Good spot to be in!*

Put an end to costly second-guessing...get all details on the Spot-Check Plan from...

CBS Television Spot Sales

Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, CBS TELEVISION PACIFIC NETWORK


ISSUED UNDER ACT RATIFIED 20th DEC. 1862
THE STATE OF NORTH CAROLINA
Will pay to Bearer
at the Treasury on or before 1st Jan. 1866.
Raleigh, January 1st 1863
ONE DOLLAR
No. 578
RECEIVABLE IN PAYMENT OF ALL PUBLIC DUES
For Pub. Treas.

there's cash in eastern North Carolina

there are tobacco dollars aging in the pockets of eastern carolina consumers. WITN offers you a rich, resourceful market—a receptive market for your products. get in on the yield of tobacco money being spent in this promising new area—WITNland.

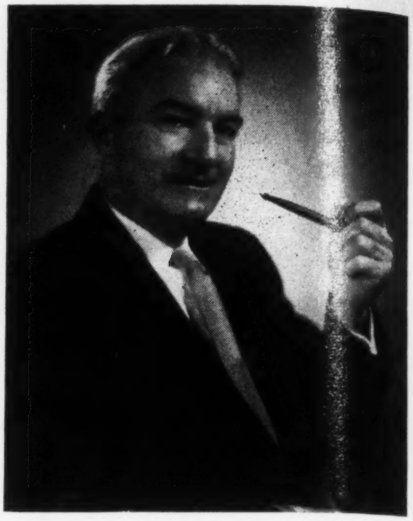
witn

NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

our respects

to NORMAN CHANDLER



IT IS a rare talent of management to guide with firm resolve and yet to refrain from picking out each step of the way, leaving these decisions of detail for the many who are needed to carry out the major endeavor.

Those who work with Norman Chandler, president and publisher of the *Los Angeles Times* and chairman of the board of subsidiary KTTV (TV) there, will tell you readily that he possesses in full measure that unusual quality. It is a knack for sighting a goal, understanding the broad sweeps of accomplishment necessary to achieve it and gathering together the best in human resources to carry it out.

Those who know him point to a high regard for these talent resources and an appreciation for the individual's contribution to the success and growth of his multi-facet organization. He not only tells his fellow employes when they are doing their job well, but he is credited with leading the way in the business world of communication with his respective profit-sharing and other employe benefit plans for the television and newspaper divisions.

"Human resources are the most valuable asset this company possesses," he says. "The Times-Mirror Co. prospers in proportion to the brains, the efficiency and hard work that goes into our respective jobs. The loyalty and teamwork of my fellow workers give me the incentive to generously share the good fortune enjoyed by the company. They have these benefits because they have made it possible for management to do a better job than our competitors. They earn and deserve a fair share of the company's prosperity."

Whether he's about to deal with the problems of KTTV, its affiliated morning *Times* or afternoon *Mirror-News* which is entering the fray (each frequently displays widely divergent views), Mr. Chandler likes to pause before entering his office to glance above the door at the motto of his grandfather, Gen. Harrison Gray Otis, who bought the *Times* a few months after its inception in 1882 and was its editor and publisher until 1917. "Stand fast, stand firm, stand sure, stand true," he reads. "That's a call to courage for any heart," he adds.

Mr. Chandler has "great confidence" in television. He admits that tv is good "insurance" for any publisher, but he sees in the new medium vastly enlarged horizons for the entire business of communication. Like the newspaper, television enables its "publisher" to build circulation with fast, accurate news and entertaining features and to capitalize on this circulation by selling its attention and loyalty to advertisers whose commercials tell of products desired by the viewers as much as the news and entertainment.

Mr. Chandler's modern sense of journalism's responsibilities and opportunities irrespective of the mechanical medium is evidenced in the operation of KTTV.

The independent station represents an effort to make KTTV as responsive to its community as the traditional local paper. Its mobile units are always on the go to present live coverage of important events and to date KTTV has telecast more than 3,500 remotes, claiming this total to be double that of any other station. KTTV telecast live the Salk vaccine report from Ann Arbor, Mich., 2,100 miles from Los Angeles.

But KTTV probably is better known for its successful use of syndicated film to build the entertainment features popular with its viewers. The station has some 70 packages for exclusive programming in Los Angeles.

Mr. Chandler was born Sept. 14, 1899, in Los Angeles, one of three boys and five girls born to Harry and Marian (Otis) Chandler. "In a big family like that you learn quickly to get along with people and think about somebody besides yourself," he recalls.

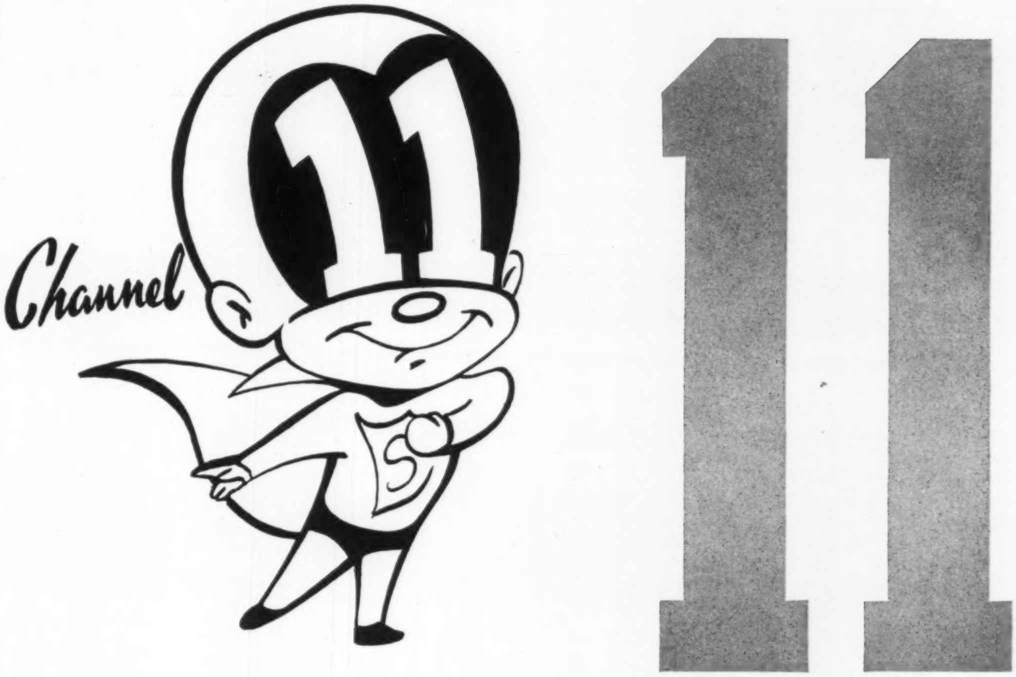
But 1922 was his big year. He received his A. B. degree from Stanford U., married Dorothy Buffum of Long Beach and began his slow and thorough education working up through every department of the *Times* just as his son Otis is doing now—"a 10-year executive training program that probably will include KTTV a few years from now," he explains.

His own baptism by fire was rewarded in 1929 when he became assistant to the publisher, a post he held until 1934 when he became assistant general manager. Two years later, he became vice president and general manager and in 1941 was elected president. In 1945 he became publisher.

Aside from direction of various other family investment, business and real estate interests, Mr. Chandler also is a director of Kaiser Steel Corp., Safeway Stores and Sante Fe Railroad. He has about finished his years of service with various civic and industry organizations, but Mrs. Chandler continues active with many groups and keeps an office at the *Times* where she advises on women's affairs. Both arrive early and work late. Mr. Chandler is trustee of both California Tech and U. of Southern California.

Besides Otis, born in 1927, the Chandlers have a daughter, Camilla Chandler Spear, born in 1925. The family enjoys camping out and hunting deer, quail and duck. Aside from his monthly game of golf, Mr. Chandler likes best to drive his new Jeep high into the mountain forests. "It's the best medium of ex-communication I know," he smilingly says.

Louisville's
BEST KNOWN FIGURE



The WHAS-TV Channel 11 figure is Kellogg's "Superman" here, and the promotion slide adds Sunday, 6:00 pm. At other times, he removes the cape and shows up as a dramatic director to promote Heinz' "Studio 57".

The WHAS-TV Channel 11 figure is known at a glance, and morning, noon and night, he goes into Kentucky and southern Indiana homes to remind viewers of the outstanding programs on WHAS-TV. He's a constant symbol of excellence.

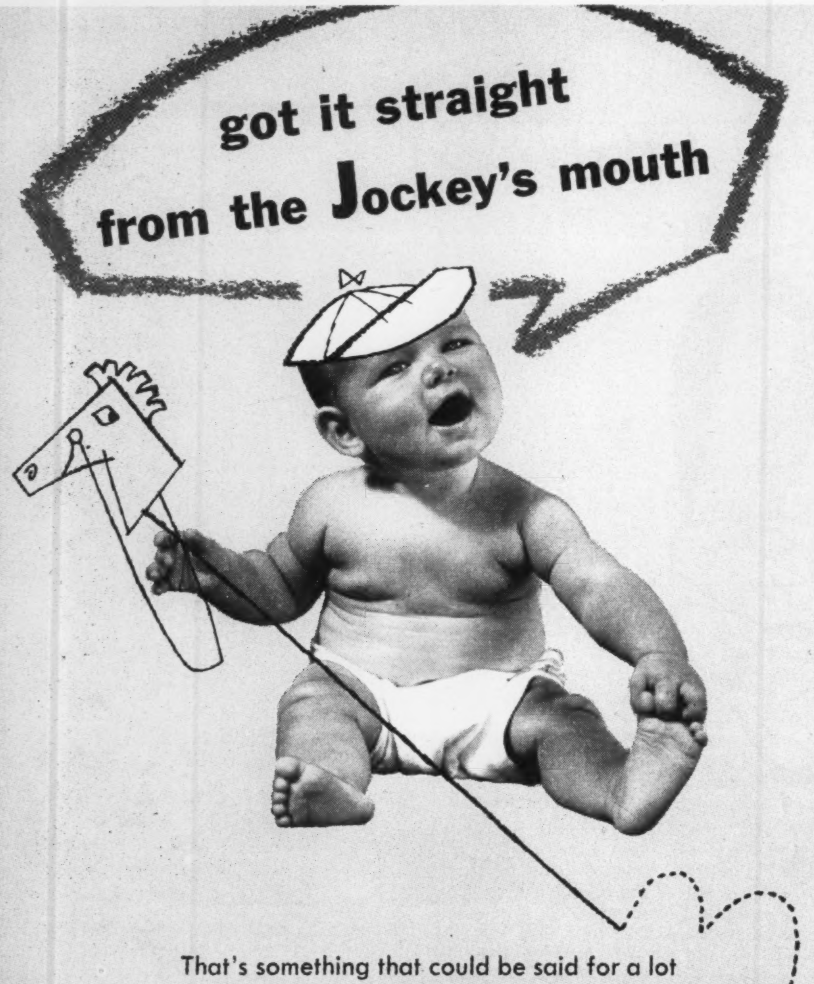
He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network


got it straight from the Jockey's mouth

That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1956 . . . 21 years of service to Milwaukee • Represented nationally by Headley-Reed

DON DECARLO

on all accounts

IN the media department of Needham, Louis & Brorby, a key question today is, as always, "What is the customer like, what are his needs, interests?" Don DeCarlo, a timebuyer in the agency's office at Chicago, believes that technical developments in communications media haven't lessened the importance of this approach.

The issue of television versus radio broadcasting, or of both these in comparison with various print media, he feels, often centers around this basic inquiry and the answers to it.

Among elements to be considered in any reappraisal of television advertising are the qualities of product demonstration and the impact and effectiveness in overall market commitments, Mr. DeCarlo believes. As a timebuyer, he considers radio a good mass audience buy.

Mr. DeCarlo has a better than average vantagepoint from which to speak. He has bought millions of dollars of spot tv-radio time through the years for NL&B clients in Chicago's Mid-America Prudential Bldg. At 28 he has been with the agency for 12 years—(since his early education at Wells High School when he started as a parttime employe at NL&B).

Don Dominick DeCarlo was born in Chicago on Oct. 30, 1927, and after being graduated from Wells in 1944, attended DePaul U. Unlike most youths, he had a specific idea even then of his life's ambition; Since his second year in high school, he had worked in NL&B's mailing and later checking departments, so he took up commerce at DePaul. Young Don took two years of day and five years of night courses.

He started fulltime at Needham, Louis & Brorby on Dec. 1, 1946, transferring from mailing to checking in 1947 and then to the media department. He joined the broadcasting division of media in 1948.

Mr. DeCarlo is buying spot for nine clients — Crowell-Collier Pub. Co (both radio-tv), Household Finance Corp. (both), S. C. Johnson & Son (both), Monsanto Chemical Co. (both), Palm Beach Co. (radio), State Farm Insurance Cos. (radio or tv), Wieboldt Stores Inc. (radio), Wilson Sporting Goods Co. (both) and Worthington Corp. (radio). Needham, Louis & Brorby Inc. bills nearly $4 million for combined tv-am spot out of over $12 million total broadcast billings [B•T, March 12].

Mr. DeCarlo married the former Antoinette Menotti. They have one child (Joseph, 2½) and live on Chicago's northwest side. His hobby is golf.

Here's the POINT...

University of Michigan FOOTBALL

is the Hottest Sports Attraction in All of Michigan . . . and All of the

FOUR KNORR STATIONS CARRY ALL THE GAMES!

The POINT is that the 4 Knorr Stations offer the *peak* attractions that build the *peak* audiences and then offer their time at the absolute LOWEST cost per 1000 listeners.

WKMH
DEARBORN
Detroit

WKMF
FLINT
Michigan

WKHM
Jackson Broadcasting & Television Corp
JACKSON
Michigan

WSAM
SAGINAW
Michigan

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

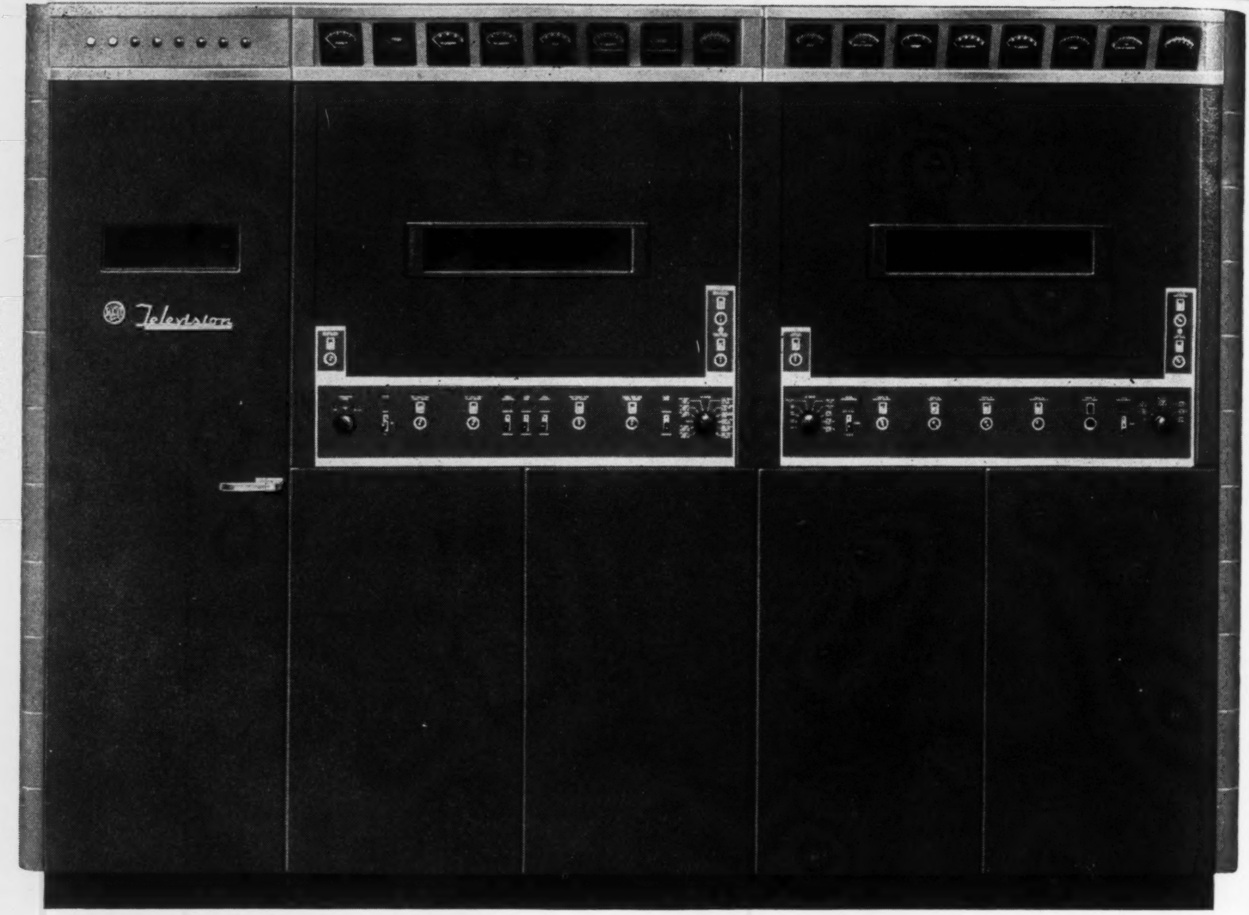
BUY ALL 4 STATIONS............SAVE 15%
BUY ANY 3 STATIONS..........SAVE 10%
BUY ANY 2 STATIONS...........SAVE 5%

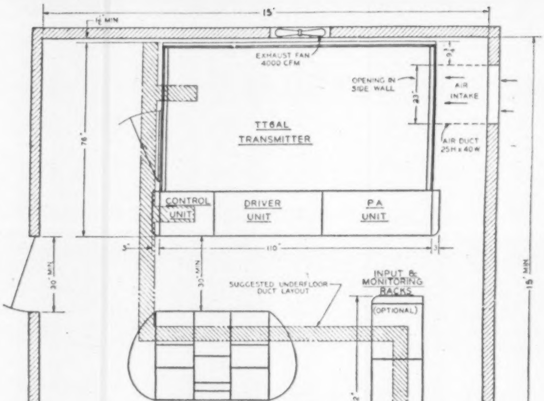
Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

now a 6KW


Television


15'
1½" MIN
EXHAUST FAN
4000 CFM
9¾"
OPENING IN
SIDE WALL
23"
AIR
INTAKE
AIR DUCT
25H x 40W
TT6AL
TRANSMITTER
78"
CONTROL
UNIT
DRIVER
UNIT
P.A.
UNIT
3"
110"
3"
30" MIN
30" MIN
SUGGESTED UNDERFLOOR
DUCT LAYOUT
INPUT &
MONITORING
RACKS
(OPTIONAL)
15' MIN
TRANSMITTER
CONSOLE
(OPTIONAL)
36" x 69"
72"
20"
24" MIN

Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

VHF transmitter!

featuring unusual compactness and economy ...with power reserve to drive a 25KW

Newest and most advanced in the RCA line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

★ *Most Compact Floor Plan Ever Achieved* —Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.

★ *Design Reflects Color Experience* —Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.

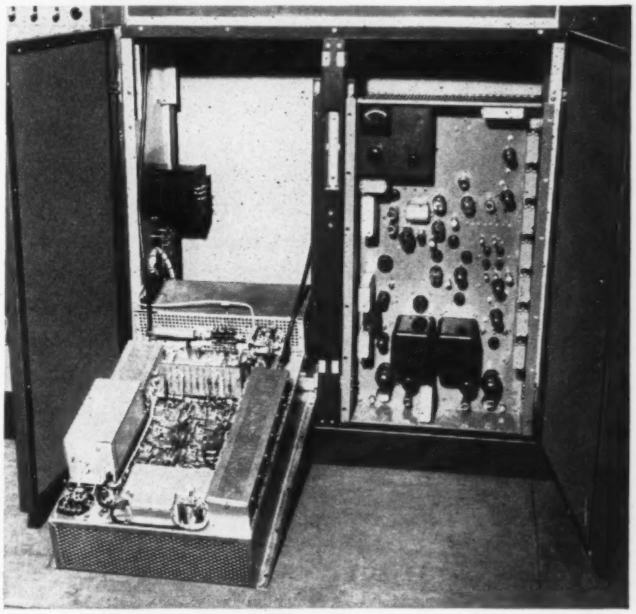
★ *Excellent Accessibility* —Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.

★ *Economical and Reliable Operation* —Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

★ *Simple Power Increase* —The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.

★ *Thermostatically Controlled Heaters for Rectifier Tubes* —Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus . . . *many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005). In Canada, write RCA VICTOR Company Limited, Montreal.*



Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

Forty Industry Leaders To Aid United Fund Drive

FORTY LEADERS in advertising, broadcasting, motion pictures and allied fields have volunteered to help in the 1956 fund-raising drive of the United Community Campaigns of America, Thomas F. O'Neil, MBS board chairman and chairman of the UCC radio-tv-film committee, has announced. They are:

Joseph M. Allen, Assn. of National Advertisers; Erik Barnouw, Writers Guild of America; Walter Bunker, Young & Rubicam, Hollywood; Milton Burgh, MBS; D. W. Burke, General Electric Co., Schenectady, N. Y.; Edmund L. Cashman, Foote, Cone & Belding, Hollywood; Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles, New York; James Cope, Chrysler Corp., Detroit; Richard Depew, ABC-TV; Edwin W. Ebel, General Foods Corp., White Plains, N. Y.; John H. Eckstein, ABC; J. S. Fish, General Mills, Minneapolis; Frank M. Folsom, RCA; Irving Gitlin, CBS; Leonard H. Goldenson, American Broadcasting-Paramount Theatres; John Halpern, Erwin, Wasey & Co., New York; Harold M. Hoffman, Screen Actors Guild; Cornwell Jackson, J. Walter Thompson Co., Los Angeles.

Also, George T. Laboda, Colgate-Palmolive Co., New York; Abe Lastfogel, William Morris Agency, New York; James L. MacWithey, Bristol-Myers Co., New York; Sig Mickelson, CBS; Charles F. Moore Jr., Ford Motor Co., Dearborn, Mich.; James C. Petrillo, American Federation of Musicians; John B. Poor, MBS; Hubbell Robinson Jr., CBS-TV; Henry Schachte, Lever Bros. Co., New York; A. Schumacher, Liggett Drug Co., New York; Craig Smith, Gillette Co., Boston; W. T. Smither, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Edward Stanley, NBC; Frank Stanton, CBS Inc.; Albert R. Stevens, American Tobacco Co., New York; George T. Sweetser, N. W. Ayer & Son, Philadelphia; Wayne Tiss, BBDO, Hollywood; Lewis H. Titterton, Compton Adv., New York; J. L. Van Volkenburg, CBS-TV; H. Paul Warwick, Warwick & Legler, New York; David A. Werblin, MCA, New York, and George Wolf, Ruthrauff & Ryan, New York.

WSBT-TV Listeners Answer Blood Plea

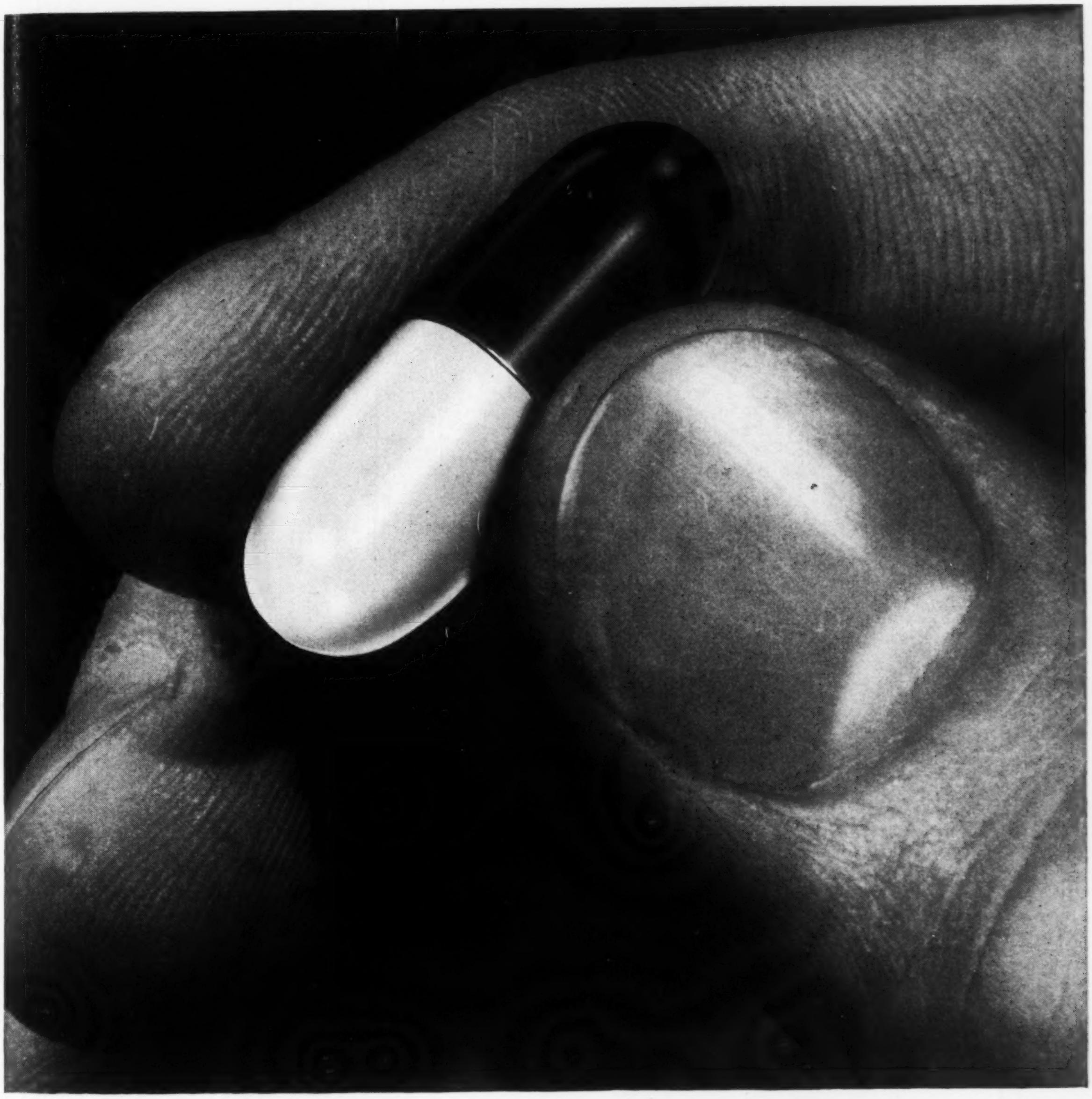
APPEAL on a news program of WSBT-AM-TV South Bend, Ind., for blood donors to help a man burned in a fuel explosion brought in 55 volunteers, according to the stations. Jerry McNab, mayor of Edwardsburg, Mich., went on the air with the request.

KNXT (TV) Daytime Telethon Successful

THE 10-hour, daytime, multiple sclerosis telethon on KNXT (TV) Los Angeles wound up with cash and pledges of $119,727, according to the station. The multiple sclerosis campaign will continue in the Los Angeles area, through Aug. 15, and the goal is set at $300,000.

WHAS to Air Childrens' Crusade

WHAS Louisville has announced its third *Crusade for Children* program, to be simulcast Sept. 22. Victor A. Sholis, vice president and director, WHAS Inc., declared negotiations are underway to obtain nationally prominent entertainers for the program. The show will start at 10 p.m. in Memorial Auditorium and carry on continuously until 2 p.m. Sunday, Sept. 23. Funds raised during the Crusade are used to expand and improve the services and facilities for the care and treatment of all mentally and physically handicapped children of Kentucky and Southern Indiana.



WOODLAND-TV *is* BIG *territory!*

Pills by the billion pop down the mouth of this vital market. Proof: last year it coughed up $309-million for pharmaceutical and drug sales. But are you getting your share? Here's the country's 20th television market. Western Michigan is YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.

MUSKEGON
GRAND RAPIDS
LANSING
BATTLE CREEK
KALAMAZOO

WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

TWO CONVENTIONS IN FOUR YEARS?

ANA
AAAA
SMALL MKT. STATIONS
RADIO·TV NEWS DIR.
NARTB
INTL. ADV. ASSN.
RETMA
AMER. ROCKET SOC.

Covering two conventions every four years would be duck soup for a staff that takes on about two a week, year in and year out. That's our schedule—and folks in radio-television have come to depend on B•T to tell them what happened even if they were there.

One of our reporters, overhearing a fragment of bridge-table conversation, once remarked, "I'll bet Ed will have us covering the Blackwood Convention next." Another claims that he is destiny's football, booted from convention to convention by B•T's coverage policy, which is based on the belief that you have to be on hand if you expect to be thorough. Still another claims he can test acid with his gullet, and attributes his toughness to years of sampling sarsaparilla in the line of duty.

Whether the news comes from rostrum or bar, smoke-filled room or committee meeting, B•T is on hand—*in person*. (We covered the American Rocket Society convention just to stay abreast of radio-tv plans for satellites.) Perhaps that's one of the reasons why 77,440 readers every week find B•T indispensable.

Readers get first-hand information and advertisers get their money's worth. B•T carried more pages of radio-tv advertising (3,832) in 1955 than all other vertical publications in its field combined.

B·T COVERS TWO EVERY WEEK

AMER. ROCKET SOC.
TvB
NAT'L APPLIANCE DEALERS
ΣΔΧ
AWRT
IRE
NETWORK AFFILIATES
AFA
NTL. ADV. SSN.
RAB
PREMIUM ADV. ASSN.
ADV. ASSN. OF WEST
AFTRA
*

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*Sol Taishoff, Editor and Publisher, carries the asterisk for about 80 more convention signs we couldn't get in the picture.

CONVENTIONS COVERED BY B•T IN PAST YEAR

Advertising Assn. of the West, Portland • AFTRA, Seattle • American Bar Assn., Philadelphia • Nat'l Industrial Stores Assn., Washington • Small Market Stations, New York • West Va. Assn. of Broadcasters, White Sulphur Springs • CBS Radio Affiliates, Detroit • Michigan Assn. of Broadcasters, Hidden Valley • NARTB Region 4, Chicago • NARTB Region 1, Saranac • IRE Professional Group on Bdcst. Transmission Systems, Washington • AP Radio & Tv Assn., New York • NARTB Region 3, New Orleans • Academy of Tv Arts & Sciences, Los Angeles • Pacific Region 4 of AAAA, Coronado • Idaho Bdcstrs. Assn., Lewiston • Theatre Owners of America, Los Angeles • Ohio Assn. of Bdcstrs., Columbus • AIEE National Electronics Conference, Chicago • Radio National Advertising Clinic, New York • AAAA Central Div., Chicago • NARTB Region 2, Roanoke • Illinois Bdcstrs. Assn., Springfield • Alabama Bdcstrs. Assn., University • Ky. Bdcstrs. Assn., Lexington • Nat'l Assn. of Tv Film Directors, Hollywood • AAAA Eastern Conference, New York • ANA Convention, New York • NARTB Region 8, San Francisco • NARTB Region 7, Colorado Springs • Sigma Delta Chi (KDKA), Pittsburgh • NAEB Nat'l Convention, Chicago • TvB Annual Meeting, Chicago • Sigma Delta Chi, Chicago • NARTB Region 5, Des Moines • Texas Assn. of Bdcstrs., Dallas • NARTB Region 6, Dallas • Radio-Tv News Directors Assn. Convention, Denver • Indiana Bdcstrs. Assn., Indianapolis • Pub. Rel. Soc. of America, Los Angeles • Assn. of Television Film Distributors, New York • IRE Institute, Washington • American Rocket Society Annual Meeting, Chicago • N. C. Assn. of Bdcstrs., Bermuda Cruise • Arizona Bdcstrs. Assn., Nogales • NATRFD (Farm directors), Chicago • NBC-Tv Affiliates semiannual conv., Chicago • RAB Membership meeting, New York • Baseball Major Leagues annual meeting, Chicago • NRDGA Convention, New York • NCAA Convention, Los Angeles • International Home Furnishings Market, Chicago • Nat'l Appliance & Radio-Tv Dealers Assn. convention, Chicago • Newspaper Advertising Executives Assn., Chicago • NARTB boards, Chandler, Ariz. • State Assn. Presidents, Washington • ANA, Hot Springs • International Radio Consultive Committee (CCIR) of International Telecommunications Union, UN, New York • IRE, New York • Ohio Assn. of Radio & Tv Broadcasters, Cleveland • Premium Adv. Assn., Chicago • CARTB (Canadian), Toronto • Southern Calif. Assn. of Adv. Agencies, Palm Springs • Washington State Assn. of Bdcstrs., Seattle • NARTB Convention, Chicago • American Society of Newspaper Editors, Washington • ANPA, New York • AAAA, White Sulphur Springs • International Adv. Assn. conv., New York • AWRT convention, Boston • SMPTE, New York • Penna. Assn. of Bdcstrs., Pocono Manor • TvB Adv. Agencies, New York • Assn. Maximum Service Telecasters, New Orleans • Visual Communications Conference, New York • AFA, Philadelphia • AFM, Atlantic City • RETMA, Chicago • NARTB Boards, Washington • Colorado Bdcstrs. & Telecasters, Estes Park • Adv. Assn. of West, Los Angeles • D.C.-Md. Assn., Ocean City

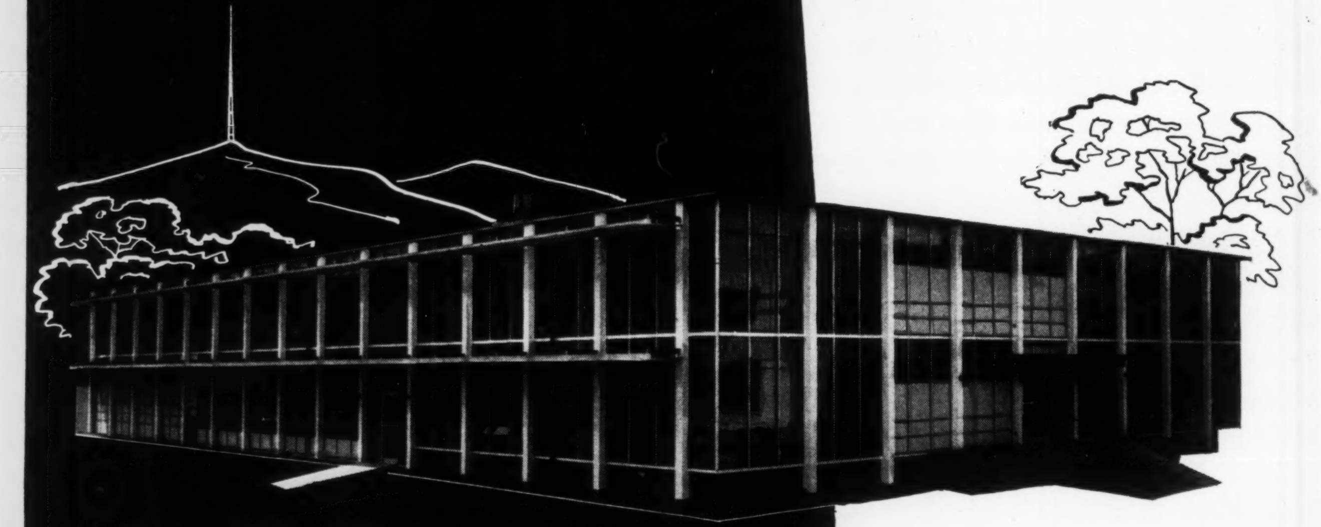
BROADCASTING
TELECASTING

Our
25th Year

Executive and Publication Hq.,
B•T Bldg., 1735 DeSales St., N. W., Wash. 6, D. C.

COVER MORE OF ARKANSAS with KTHV

CHANNEL 11 LITTLE ROCK



FACILITIES: Finest and most complete in the Central South. Superb new building . . . two large studios . . . 20′ revolving turn-table . . . fully-equipped kitchen . . . four camera chains and other up-to-the-minute technical equipment!

ANTENNA: Tallest antenna in the Central South—1756′ above average terrain!

CBS: Primary CBS affiliation—Channel 11—316,000 watts!

Let your Branham man give you all the *new* KTHV facts!

316,000 Watts • Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*
AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

August 13, 1956 Vol. 51, No. 7

CELLER GETS SET TO STAGE OWN NETWORK 'SPECTACULAR'

- **New York hearings expected to draw biggest headlines yet**
- **'Secret' data on affiliations, talent pacts to be aired**
- **FCC will be asked about personal dealings with industry**
- **Significant: hearings set for heat of election campaign**

WHAT PROMISES to be the most headlined industry probe of this meteoric television decade will be launched in New York next month when the House Antitrust Subcommittee begins hearings in its hunt for monopoly among the tv networks.

That the probe will be held in the bailiwick of the House antitrust group's chairman, Rep. Emanuel Celler (D-N. Y.), a well as in the tv network's backyard, and that the all-embracing hearings may run up to the eve of the Nov. 6 elections, was deemed by observers last week to be more than coincidental.

Networks, the FCC, talent and advertising agencies, the NARTB, uhf people and others who work in the tv vineyards, will be called to testify at the sessions. The subcommittee had "no comment" last week on just when the hearings will begin, but said they will start sometime after the Sept. 10 date previously indicated by the House group as a starting date. A spokesman hinted that sessions are likely to run well into October.

While Chairman Celler is in Chicago serving as a member of the Resolutions & Platform Committee of the Democratic National Committee preparatory to the nominating activities this week, the staff of his subcommittee is dredging up grist from several sources to be aired at the hearings.

Members of the staff who have been active in the tv investigation are Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel, and Leonard Appel, Thomas H. McGrail and Julian H. Singman, assistant counsels. Rep. Celler, who heads the antitrust unit known as Subcommittee No. 5 of the House Judiciary Committee as well as the full committee, is a veteran of 34 years in the House, beginning in 1923.

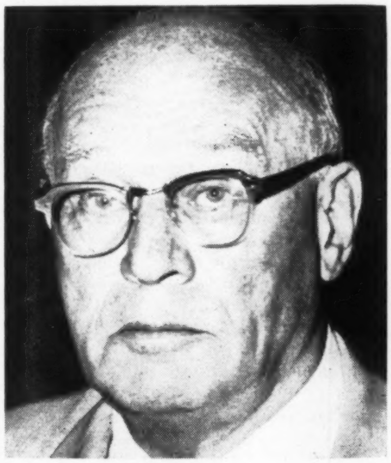
Last week, the subcommittee staff lowered the boom at least three times in foraging for information. It:

- Ordered the tv networks to supply it with all affiliation contracts and all talent contracts —the latter considered to be top classified "trade secret" data involving the big name talent and advertiser-network dealings. (Earlier, CBS and NBC had been ordered to supply correspondence, memoranda and telephone notations on all dealings on tv with the FCC and its staff, dating back to 1948.)
- Asked FCC members for access to their personal files, dating back to 1950, relating to correspondence between commissioners and persons interested in radio, television and communications.
- Asked NARTB to furnish it with all accounts from 1950 to date showing when members of the FCC or its staff attended NARTB annual or district meetings and amounts paid for hotels, meals, entertainment, etc.

The networks, it was learned, received the requests for affiliate and talent contract data last Monday. Previous requests from the House group and other congressional committees investigating the networks during this Congress had almost demoralized the internal operations of CBS and NBC, it was reported, although officials were loath to talk. Moreover, the FCC's own Network Study Committee has been "examining" network files and submitting questionnaires in its survey of network operations along with operatives of the Federal Bureau of Investigation, functioning for the

THE INVESTIGATORS

HERE are the principals of the House Antitrust Subcommittee who have figured in the unit's television investigation, together with their professional backgrounds:



The Chairman: Emanuel Celler (D-N. Y.), who has served in Congress since 1923. He has headed the House Antitrust Subcommittee since it was organized in April 1955 and also is chairman of the parent House Judiciary Committee.

Chief Counsel: Herbert N. Maletz, who has been with the subcommittee since its organization. 1953-55, private law practice in Washington, D. C.; 1951-53, progressively assistant, associate and deputy to chief counsel, Office of Price Stabilization (OPS); 1946-51, special assistant to Attorney General in Antitrust Division of Justice Dept.; 1942-46, Army service; 1941-42, attorney with Truman Committee of Senate; 1939-41, review attorney with Works Progress Administration (WPA).

Associate Counsel: Samuel R. Pierce Jr., who joined the House unit in June 1956; 1955-56, assistant to Undersecretary of Labor; 1953-55, assistant U. S. attorney for Southern District of New York; 1945-53, assistant district attorney for New York County, New York.

Co-counsel: Kenneth R. Harkins, who has been with the subcommittee since shortly after it was organized in April 1955. Mr. Harkins, who at present is away on vacation, served the previous five years as a trial attorney in the Antitrust Division, Justice Dept., and before that was an attorney with the Federal Housing Administration (FHA).

Assistant Counsel: Leonard Appel, who joined subcommittee in January 1956; 1954-55, administrative assistant, Denver (Colo.) County Court; 1950-53, general counsel, Construction Industry Stabilization Committee, Dept. of Labor; 1947-49, legal advisor, Labor Division, Supreme Commander of Allied Powers, Japan; 1946-47, executive officer in Army Office of Strategic Services; 1938-42, litigation supervisor, National Labor Relations Board (NLRB).

Assistant Counsel: Thomas H. McGrail, who joined subcommittee in April 1955; 1951-55, trial attorney, Civil Division of Justice Dept. In the Justice Dept., Mr. McGrail's work was devoted exclusively to representing the government in trial and argument of cases in the U. S. Court of Claims. He is a graduate of Harvard Law School (1950).

Assistant Counsel: Julian H. Singman, who joined the House unit in May 1956; 1954-56, trial attorney, appellate section of Civil Division, Justice Dept.; 1953-54, law clerk to the late Chief Judge Harold Stephens of the U. S. Court of Appeals for D. C.

Antitrust Division of the Justice Dept. in its survey of network operations.

The Celler subcommittee's demand for talent information is regarded by networks as the most onerous—and potentially dangerous to network affairs—yet to strike. Even congressional committees are enjoined from divulging private contractual matters which constitute the life-blood of competition, it was said.

Messrs. Maletz and Singman called at the FCC Friday, Aug. 3, and asked to examine the files of individual commissioners, dating back to 1950. Because the FCC was (and is) in recess, and because Chairman George C. McConnaughey was not due to return until last Monday, Aug. 6, the request was held in abeyance.

Upon his return last Monday, Mr. McConnaughey wrote Chairman Celler that the oral request "appears to be extremely broad" and that he was unable to determine exactly what was wanted. He asked for a request in writing, and speaking for himself, said he would be happy to cooperate in making available specific documents or information concerning industry correspondence.

The request to NARTB for information on expenses paid for commissioners and members of the FCC staff came in a telephone call to NARTB President Harold E. Fellows from a staff member of the House subcommittee. Because Mr. Fellows was on vacation, the call was referred to Vincent Wasilewski, NARTB manager of government relations. Mr. Wasilewski called at the House unit's headquarters Monday afternoon and was told that a letter, incorporating a request for the data, would be sent to Mr. Fellows. The letter, bearing Rep. Celler's signature, was mailed Tuesday (see text of Celler letter below).

Because of the unprecedented nature of the request, copies of Rep. Celler's letter were sent by Mr. Fellows to the NARTB board for policy guidance.

Emergency Meeting

Although the FCC technically is in recess for the month of August, six of the seven members of the Commission met last Thursday morning with the main order of business the Celler subcommittee's request to examine personal files of members. Only Comr. Rosel H. Hyde was absent.

Since Chairman McConnaughey already had requested greater specificity from Rep. Celler on precisely what data was required, members of the Commission apparently were agreed that the formal request from the chairman would be awaited. It also was recognized that the subcommittee could subpoena individual commissioners' files. Several were disposed to have the data subpoenaed rather than handed over voluntarily. There was some discussion on the extent to which the work of individual commissioners would be impeded with files removed.

There were indications last week, too, that the networks would not give in easily on the request for talent contracts with tv personalities. In one quarter it was indicated the subcommittee might be advised of a preference to have such contracts subpoenaed rather than voluntarily thrown open to scrutiny.

Some industry observers felt that the House group's disregard for the confidentiality of information it obtains was made evident last month when hitherto secret 1955 figures supplied to the FCC on the financial operation of the networks and their owned stations were revealed by the subcommittee for all competition to see [B•T, July 23, 16]. The figures were made public despite the FCC warning, when it supplied the data, that the information had been collected on a confidential basis and was to be used only in weighted aggregates.

The House antitrust group has indicated that in the New York hearings it will go into network affiliation and other practices involving time options and must buys, vhf-uhf problems, the problems of independent film producers in placing their programs on tv, AT&T line charges and network talent contracts. The subcommittee staff evidences a particular interest in exclusive talent contracts with tv networks.

The subcommittee already had delved into two other subjects at earlier sessions.

The first was the NBC-Westinghouse Broadcasting Co. "swap" of their respective radio and tv stations in Cleveland and Philadelphia. On Feb. 27, Stanley N. Barnes, then head of the Justice Dept.'s Antitrust Division, told the subcommittee the Justice Dept. was investigating the swap [B•T, March 5]. In June, the FCC was called to testify on the transaction and asked to explain why the Commission approved the swap when an FCC staff investigation had indicated WBC officials felt NBC had used pressure against them [B•T, July 2]. FCC members testified they approved the swap after McFarland letter replies from both parties failed to uncover any evidence of pressure.

The second was an early-July return session with the FCC in which the subcommittee questioned Commission members on tv network option time and must buy practices, and at which Chairman Celler revealed the figures on CBS and NBC returns for 1955, using the confidential FCC figures [B•T, July 16].

In March, charges had been made by a subcommittee of the House Small Business Committee that the networks (and others) were influencing FCC decisions. The subcommittee, headed by Rep. Joe L. Evins (D-Tenn.), subpoenaed RCA-NBC and CBS records on dealings with the FCC and questioned two broadcasters about alleged White House influence in FCC decisions [B•T, March 26]. These subpoenaed records later were made available for inspection by the Celler subcommittee.

In the Celler probe, some significance was seen in the subcommittee's specification that the data requested both from the FCC and NARTB be from January 1950. Earlier, when the Evins subcommittee had subpoenaed the RCA-NBC and CBS records, this House group had asked for records dating from January 1953. Political significance was ascribed to this date because it coincided with the beginning of the Eisenhower Administration.

The request to the networks for correspondence and memoranda dating back to 1948 presumably was pegged upon the beginning of the television freeze, which terminated in 1952.

The Celler requests for personal correspondence of commissioners dating back to 1950 could mean commissioners whose terms since have expired or who have resigned might also be required to supply the information sought. These would cover former Comrs. E. M. Webster, who retired last June 30; Frieda B. Hennock, whose term ended June 30, 1955; George E. Sterling, who resigned Sept. 30, 1954; former Chairman Paul A. Walker, who retired June 30, 1953; Robert F. Jones, former GOP congressman from Ohio, who resigned Sept. 19, 1952, and former Chairman Wayne Coy, now president-general manager of KOB-AM-TV Albuquerque, who resigned Feb. 21, 1952.

What Celler Wants

Here is the text of the letter which Rep. Celler sent to Mr. Fellows:

"The House Judiciary Antitrust Subcommittee is currently studying antitrust and monopoly problems in the television broadcasting industry. The cooperation of your organization in this study is requested.

"In this connection it would be appreciated if the staff of the Antitrust Subcommittee could examine at your offices certain of your files for the purpose of designating documents in which the subcommittee is interested.

"The files of the NARTB which the subcommittee would examine under this procedure are those files which contain the following types of information covering the period Jan. 1, 1950, to date:

"1. All communications between any officer or employe of NARTB and any member or employe of the Federal Communications Commission;

"2. All communications, including correspondence, inter-office and other memoranda, minutes of meetings, reports, memoranda of telephone or other verbal communications or other materials, relating in any way to discussions or communications between any officer or employe of NARTB and any member or employe of the Federal Communications Commission;

"3. All records relating to expenses paid by NARTB to, or in behalf of, any member or employe of the Federal Communications Commission.

"The subcommittee desires to exclude from this request any completed forms, briefs, or other formal documents of public record filed with the Federal Communications Commission by the National Assn. of Radio Television Broadcasters or any representatives thereof."

THE WHO WENT WHERE OF FCC-NARTB TRAVELS

MEMBERS of the FCC took part in eight NARTB regional meetings and the annual convention in the last year, plus a few assorted industry gatherings, the Celler investigating committee will learn when it looks over activities of the Commissioners.

For their regional meeting speeches and participation in the annual convention these officials received free meals when they attended luncheons or dinners on the agenda, plus free registration and hotel rooms. NARTB seldom pays speakers, except in the case of clergy or an occasional featured personality. In line with trade association practice, NARTB picks up the hotel bills of non-industry speakers.

In 1955 NARTB invited the Commission to send a member to each regional meeting, with the Commission setting up the schedule of participations. Besides their formal banquet speeches, Chairman George C. McConnaughey and the other six members took part in informal industry discussions.

Last year the schedule of FCC participations in NARTB regional meetings was as follows: Chicago, Sept. 20, Comr. Robert E. Lee; Saranac Inn, N. Y., Sept. 23, Comr. Robert T. Bartley; New Orleans, Sept. 29, Comr. Richard A. Mack; Roanoke, Va., Oct. 13, Chairman McConnaughey; San Francisco, Oct. 25, Comr. E. M. Webster; Colorado Springs, Nov. 2, Comr. Bartley; Des Moines, Nov. 8, Comr. Rosel H. Hyde; Dallas, Nov. 16, Comr. John C. Doerfer.

At the NARTB convention in Chicago last spring, Commission members took an active part in proceedings. Chairman McConnaughey addressed a combined management-engineering luncheon, proposing a crash research program to work out uhf apparatus problems. Among activities was the annual FCC-industry roundtable at which Commission members answered questions submitted from the floor.

Again this summer, FCC members have been invited to take part in the regional meetings.

FILMS FOR FALL

Celluloid product will account for half billion in year's sales

MORE THAN half a billion dollars.

That's the estimated annual time-and-program cost of filmed shows on television slated for the coming year.

And, by some counts, it's an extremely conservative estimate. At least one film syndicate sales head would put the figure more than 50% higher.

But conservative as it is, B•T's estimate of the volume of tv film business represents roughly a 50% increase over the estimated annual total made a year ago [B•T, July 11, 1955]. And the bases for both years' estimates are the same: the anticipated gross tv time and program costs for the year and the share of that total which will come from films on television.

For the year 1956, Television Bureau of Advertising estimates that advertisers will spend \$1.227 billion for tv time and programs. A B•T survey of the way television stations' time on the air is divided, made in March [B•T, April 2], showed that on the average 43.3% of the overall air time was devoted to film programming.

Simple arithmetic is all that is needed to arrive at the conclusion that the revenue attributable to tv films is \$531.29 million. And, with the increase in the number of films made specially for television that will be on the air this fall, plus the multitude of films made originally for theatre showing that have become available for tv in the past few months, film's share of the total may well be much more than 43%, much more than \$531 million.

Since July of last year, when General Teleradio (now RKO Teleradio Pictures) bought the RKO Radio Pictures film library for \$25 million [B•T, July 25, 1955] and made them

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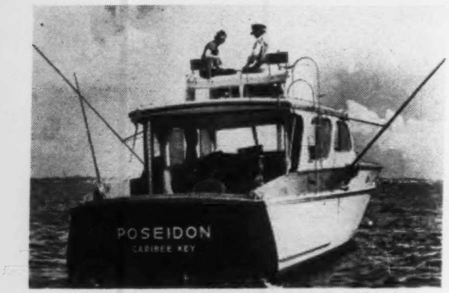
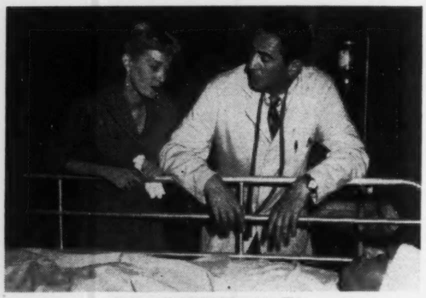


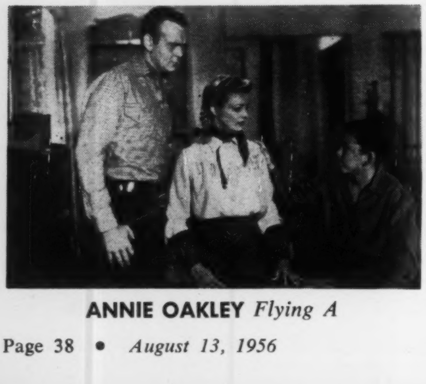
CRUNCH AND DES *NBC Film*

GANGBUSTERS *RKO Teleradio*

BUFFALO BILL JR. *Flying A*



DR. CHRISTIAN *Ziv*



ANNIE OAKLEY *Flying A*

available for tv use through C&C Television Corp. [B•T, Jan. 2], other major motion picture producers have rushed to put their feature films and short subjects on the tv counter, until today Paramount Pictures Corp. is virtually the only holdout.

This flood of feature films, including some of the greatest box office successes in motion picture history, offers to the makers of films for television perhaps the toughest competition they have yet met. How to compete with it is one of the two biggest problems now facing the tv film producers. The other is how to find air time for their product, always difficult and particularly so during the choice evening hours when popular network programs predominate.

Despite this dual threat of old and new problems, the tv film producers and distributors participating in B•T's annual roundup view the future with reasonable optimism. Though opinion varied, industry leaders were unanimous on one point: good quality tv film can stand the competition of feature film. But they reluctantly agreed that time period scarcity is a roadblock which is not expected to be removed in the foreseeable future.

Among the trends and comments mentioned by leading tv film distributors and producers were:

- Tv film production costs continue up and up. Today they are 15-25% higher than last year.
- There will be a decrease in the number of first-run syndicated properties because of costs, and an increase in re-runs.
- Price-cutting by some distributors continues to be a factor in complicating the problems of "ethical" distributors.
- More producers and distributors are aiming for initial network sale of a pilot, holding off syndication for the subsequent run, as a means of recouping some of their investment.
- Distributors are eyeing the overseas market more sharply to supplement their incomes.
- Producers and distributors do not feel that feature films will hurt films made for tv because features will play in "marginal" times, late evening or early afternoon, while tv films will continue to occupy the "more desirable" time slots.

John A. Sinn, president of Ziv Television Programs, believes the tv film field will be entering "its most intensely competitive period." He contends that survival will be of "the fittest," with the "ultimate answer lying in the quality of the telefilm shows being produced. The problem is not so much of selling advertisers on the values of film usage but of finding good Class A time in major markets."

Don L. Kearney, vice president in charge of sales for ABC Film Syndication, predicts that network, national spot and local advertisers "probably will spend more than $650 million for time connected with television films in the year beginningg Sept. 1, 1956." He believes network advertisers will spend "well over $200 million" on time purchases for tv filmed programming. Mr. Kearney views the coming year "with great optimism" with a wider use of films, "particularly if some way can be found to increase the number of tv stations in the high population centers and thereby make more time available."

Milton A. Gordon, president of Television Programs of America, estimates that film production costs for 1956 are a minimum of 17% higher than last year and contends that "re-run fees to actors and other talent can increase costs as much as 40%, compared to last year."

"Film distributors," Mr. Gordon declared, "are placed between two pressures—the cost increases on the one hand and competitive factors tending to hold down price levels, on the other. These pressures, combined with telecast time scarcities, complicate the fundamental problem of recouping the $1,750,000 which represents the minimum cost of 39 half-hour episodes, including production, advertising, bank interest and mailing expenses. Obviously, price rises are inevitable."

Ralph M. Cohn, vice president and general manager of Screen Gems, characterizes the lack of station facilities as the "greatest problem" facing the tv film field particularly and tv generally. Because of the "scarcity" of stations and time periods, many of the local and regional advertisers have no opportunity to advertise their products, according to Mr. Cohn. Mr. Cohn believes there will be "no substantial change" in the amount of business grossed by the tv film industry for 1956-57, as compared with 1955-56.

The Hollywood Outlook

With U. S. commercial stations carrying an average of almost 33 hours of film programming each week, producers point out that this means a market of nearly 800,000 hours to be filled in 1956 and which will exceed one million hours within another couple of years. Many feel this signifies a rich potential for their product not even considering the competitive factor of program quality.

Film buyers for television stations in Los Angeles, right in the heat of most production, appeared to be in general agreement that new first-run syndicated offerings this year are well below that of previous years.

"It gives us great concern," Richard Woolten, buyer for KTTV (TV) there, told B•T. "We were able to pick 10 to 12 new shows last year from the first-run offering, but it's tough to do it this season. It's apparent that if the syndicator could still make money in this field, he would do it."

Mr. Woolten noted a new trend in the reruns of good film packages by the networks in daytime periods after the series had completed their first runs at night. "It used to be that this second run material found its way into the syndicating market," he explained. He also commented that because the networks are scheduling more full-hour and even 90-minute shows, particularly in the case of the latter, the producer of the traditional half-hour package is faced with a shrinking market.

Other buyers, not wishing to be quoted, noted a different important factor in this year's film market. Several said that local advertisers really can't afford the cost of first-run material to begin with and the second, third and fourth run packages are more adaptable to smaller budget accounts which are barely able to pay for tv time, let alone gamble on a high cost untried vehicle.

All agreed that the total film offering this season is larger than heretofore, although they thought the selection "is rather picked over." They said they would welcome greater fresh selection if the cost factor could be reasonable enough to interest advertisers. One buyer for a network outlet said he actually has been forced contact distributors to find new films.

A few pointed out that the release of major motion picture backlogs to television is having a very direct impact on syndicated product, since each 90-minute movie kills off the potential market for three half-hour packages.

From other sources, however, there are indications of some stations reverting to half-hour packages after trying the 90-minute features, especially during the daytime. The reason is this. Once a housewife begins watching a good movie she usually will stick with it to the finish, even though she might not wish to devote so much time away from her household chores. As a result, she may steel herself against turning the set on so she can do her work. With the half-hour program, the housewife can watch a complete story satisfied she can still have a breaking-away point before too long if she is so inclined.

Observers contend there is a big potential for new series even though there appear to be fewer available this year. One reason they cite is that contrary to exceptional shows like *I Love Lucy,* the public gets tired of the same faces and situations week after week.

"The insatiable maw of television" is more than a Hollywood phrase designed to encourage producers having a rough time marketing their syndicated product. It also applies to talent. The entertainment world as it is known today is only a step off the vaudeville stage and television is full of personalities who got their start in the older medium. But in vaudeville talent spent a lifetime perfecting a specific routine which is now spent with a single national exposure on tv, they note. Television demands that this lifetime of creativity, compress itself into new birth every seven days.

Veteran performer Edgar Bergen observed that comedians who were stars for 25 years have washed out in television within six months. They shouldn't appear more often than once a month, he indicated, despite his own weekly appearance on CBS-TV's *Do You Trust Your Wife.* He said he is prepared to bow out of tv in another two years.

Along this same vein, Hollywood feature movie executives are disappointed over the box-office of features based on television series or stars. The exception is the use of single program properties for feature films. The Oscar-winning "Marty" is the example cited.

Television's mass penetration, though, can make a new star faster than Hollywood ever dreamed, others point out. Popular acceptance can be created within weeks by television, when it used to take years to build a movie star.

Innovation to recover losses from unsuccessful pilot films has been worked out by McGowan Productions which films *Death Valley Days* for Pacific Coast Borax Co. McGowan has been filming a motion picture titled *Snow Fire* in Bryce Canyon at a cost of $125,000 and at the same time spent another $80,000 to film a half-hour tv pilot on the same theme. If current talks with prospective tv sponsors fall through, the company will integrate footage from the tv pilot into the feature and hope to recover the total $205,000 at the box office.

Hollywood observers note that the practice of filming tv segments concurrently with production of features while on location, especially Western or out-of-doors adventures, has been more prevalent this past year. Technical crews often have free days during feature schedules and hence can be used on the tv episodes thereby cutting costs.

First-Run Scarcity Factors

The small amount of new first-run material which is available this year for local syndication is attributed to a number of factors by various observers. Rising production costs of labor, creative talent and materials has cut into the producer's profit potential. Heretofore, the producer could count on recovering his production costs with the first run and his profit on succeeding runs, but with the residual payment principle going into Guild contracts this prospect is lessened. Some producers have gone abroad with their new shows in the hopes of lower end cost.

Few sponsors now are buying a new series on the basis of a single pilot. The trend is toward two or three pilots and there are not many producers with $100,000 to gamble on a proposed series which used to go into the basement storeroom if the sponsor or network said "No." Oddly enough, however, many of these lost pilots are finding their way into so-called anthology series as single episodes of the collection.

A check of some 400 production units in Hollywood over the past 10 days tended to confirm the small amount of new production for speculative syndication, although many firms are filming new blocks of shows for series already going on the networks or well established in syndication. New production also scores high in the department of new shows partially financed or developed by the networks and farmed out. In some cases network creative executives set up their own private units to produce the series, a capital gains tax device which has taken hold among producers at the major motion picture studios too.

A film buyer for one network-owned station in the Los Angeles area actually is calling film distributors now in his search for new shows available for first-run syndication on the local level, an almost unheard of event when one discouraged independent producer described the general film market as "constipated." The buyer admitted there are lots of re-run packages available "but they are pretty well picked over."

He told B•T, it sounds crazy to say there is a seller's market today for local first run packages, "but when the station has to go out and ask for product, it's obvious you're going to be at a price disadvantage."

Observers generally feel this past year has been one of readjustment and re-examination —witness the network trend to longer shows and the unusually late buying season—a sort of confused pause amid the art's sharp growing pains. The reaction in several quarters is that by 1957 the pendulum will have swung again and more new ventures will be available.

Several producers are outspoken in their belief that a "good property" or quality show will sell regardless of the fullness of the market. In a few instances, producers with new series not available until very recently, are actually holding up offering of the shows until next year on the ground that they are too good to be bargained for with fringe time. They feel they are Class A period programs and will wait until Class A time is available on the networks.

"But these are the big producers with plenty of capital and can afford to be particular," a smaller film executive noted.

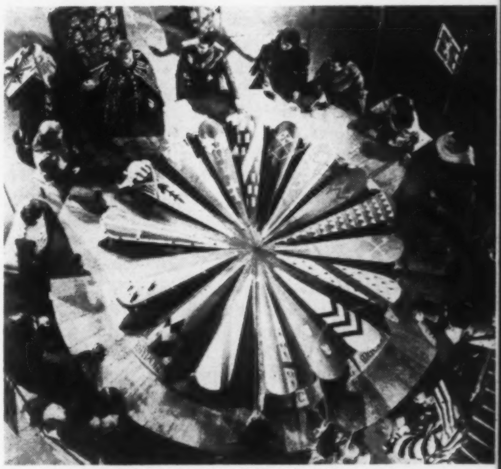
Although there is a general feeling that the feature film vaults of the major Hollywood studios will open even wider soon to tv, producers so far do not seem to think they have been hurt too much by the release of old movies to tv. Some explain that the old theatre product can't compete with the quality of new product made just for tv. How they will find the situation when MGM hits the market with its big backlog, once it decides just how to distribute, and this is joined with the blocks already released or soon to be released by Warner Bros., Universal, 20th Century-Fox and Columbia, few will venture a guess.

Paramount Pictures Corp., which has been pressing for pay-television, is the only Hollywood major whose features has not been released to tv. In view of its toll-tv position, it is expected to be a holdout until the FCC has ruled on the subscription issue and probably fought through the courts. Hollywood has been waiting for toll-tv to save its glory and win the battle with tv, many believe.

Major studios and independent units now are turning out only about 250 full-length features annually. Eventually these will go to television, within five years by some estimates. Yet tv stations in the New York market, for example, are reported to be burning up some-

BENGAL LANCERS *Screen Gems*

ROSEMARY CLOONEY *MCA-TV*



SIR LANCELOT *Official Films*

BLONDIE *Hal Roach*

TUGBOAT ANNIE *TPA*

thing like 370 features annually. Someone will have to make up the difference, Hollywood sources note, and if there is a market someone will supply it.

It has been estimated that a total of between 6,000-7,000 old features have been released to tv so far, with about a like number still in the vaults. With the tv use-rate increasing, experts think the exhaustion date may be only six years hence.

The major studios so far have hardly dabbled in television for the most part. Columbia Pictures has been the pioneer in developing new film product specially made for tv through its subsidiary Screen Gems. It will be extremely active this season in both network and syndication. Republic Pictures is producing for tv through its subsidiary Studio City Productions and distributing through Hollywod Television Service. MGM and Warner Bros. started production divisions within their studio setup for filming of network properties and Warners now has organized a department to film tv commercials. 20th Century-Fox has its TCF Television Productions well entrenched now in production of network series. RKO has a unique story of its own in tv.

Five years ago there were about two dozen independent tv firms in Hollywood but today the list has swelled to several hundred, although many of these are set up as production units for only a single series.

This past year television had its biggest impact to date on the majors, nearly all in Hollywood agree. They can finally see the old order changing when right under their noses a radio-tv entity (General Teleradio) walked in and took over a major studio, RKO, pumped new life and capital into it and turned it into one of the most active lots there. Naturally, RKO is in the tv business now too.

The handwriting on the wall is plainly evident at last to the old guard, as studio strongholds become pawns on the checkerboards of Wall St., as new interests jockey for control through purchase of big blocks of stock, as in the case of Warner Bros., or take options for purchase, as in the case of Republic.

The major studios are closely examining their high-overhead operations, thinking about reducing or merging their distribution exchanges, and generally trying to pare down the big fixed costs which their pre-television glory could afford. Subsidiary operations actually are being sold off in some cases.

Authorities on the subject say the major studios could handle two or three times the volume of production now going. It is apparent to nearly everyone that television as a market is growing to unknown potentials, but the catch is that the majors in most cases haven't bothered to learn enough about tv, thinking that because they were tops in making movies, they automatically could succeed in the newer film medium. Observers think they have some catching up to do, but with their financial, creative and executive resources, it won't take long when they really begin.

Los Angeles banking sources, long an important party of the financial backbone for theatrical films, are not taking any dim view of the television film market despite the crises of a surplus. Both the Bank of America and Security-First National Bank have open doors to television producers who have the ability to complete and deliver a quality package. Both Thomas C. Dean, vice president and manager of the main branch of Bank of America at Los Angeles, and George Yousling, in charge of film financing at Security-First National, see a continual growth of the tv market potential. Television chews up program material at a tremendous rate and the market can't help but gather momentum, they indicated.

Listed hereafter are film programs which are ready to go on the air this fall, which are in preparation or which are in the pilot film stage, with further production depending on the reaction to the pilots.

Adventures of a Model

The smart world of fashion is the milieu, the style centers the settings for this up-to-the-minute tv series with the strangely old fashioned title, for which Desilu Productions has finished a half-hour pilot film. New York fashion model Joanne Drew is featured.

Adventures of Roland

New World Productions has completed a pilot film of a projected color series tentatively titled *The Adventures of Roland, Knight of the Realm,* which is certain to be changed before it gets on the air as even company representatives admit it is far too long to fit on the home screen. Negotiations are under way for Richard Todd to play Roland. Pilot is said to have cost some $30,000.

Raw Facts

HAL ROACH Studios, Culver City, Calif., major independent tv producer, claims to be number one purchaser of raw film stock among all Hollywood tv film producers during the six month period ending June 30, according to a semi-annual report issued by Sidney S. Van Keuren, vice president and general manager. Roach gobbled up 6,550,000 ft. of positive and negative film in that period, an investment of more than $1 million, he said. Of this total footage, 27% went to Roach's commercial division and the balance for production of 148 series episodes and pilot films. The shows burned up talent too. During 608 stage "days" in the first six months of this year, 1,865 actors appeared, almost 75% of the total performers before camera in all of 1955.

Adventures of the Sea Hawk

This new sea adventure series of 39 half-hour films goes into production this month in Bermuda by Roland Reed Productions and will star George O'Brien. Mr. Reed will produce with Ed Sutherland as director.

Aggie

Mid-Ocean Production Ltd., Bermuda, has finished 26 half-hours of a comedy-adventure series titled *Aggie* and starring Joan Shawlee, a Bob Hope discovery. Miss Shawlee plays the role of an American fashion buyer in Europe. Filmed in England, *Aggie* is scheduled this fall on the ATV Network there and is being offered syndicated in the U. S. Distributor is Clift Television Films, Inc., New York.

All-Star Golf

Walter Schwimmer Co. is packaging for spring distribution this sports series, now being filmed by Fred A. Niles Productions. Sam Snead, Cary Middlecoff and other top flight golfers are featured.

Annapolis

Ziv Television Programs has completed a half-hour pilot film, produced on location and centering around Naval Academy life and traditions. Each episode will have different cast. Production staff is not set. Series will be made available either for network or for syndication.

Arizona Ames

Richard Anderson is starred in this Western series based on Zane Grey's stories of what is said to be that author's favorite character. Four Star Films has completed the pilot of this projected half-hour series.

Assignment: Foreign Legion

Merle Oberon stars as a newspaperwoman assigned to do stories on members of the French Foreign Legion in this series of 26 half-hour films produced by Intelfilms in England for CBS-TV Film Sales. Producer is Tony Bartley. CBS-TV Film Sales is looking for national sponsor and may hold up release, if necessary, in order to get one.

The Bible on Film

Available for commercial sponsorship, this new series of 26 half-hours is being produced by Christian Mission Films in color, using animation illustration. *The Bible on Film* is nonsectarian and relates Old Testament events. Art work alone for the series reportedly cost $130,000. Distributed direct.

The Big Idea

This half-hour program based on a live show telecast in Philadelphia is produced by Donn Bennett Productions, Philadelphia. Mr. Bennett appears in the series, interviewing persons with inventions they believe are practicable. RKO Television is distributing the series and has 26 episodes available.

Black Beauty

Alco Pictures' first venture into tv film is centered on three pilots for a new series called *Black Beauty,* based on the feature film of 10 years ago. With production to begin in September, the half-hour show "will have no villain and no violence," according to producer Charles FitzSimmons. Emphasis will be on human relationships and besides the horse the show will star a dog and a boy and girl.

Blondie

The first property produced by Hal Roach Studios for its tie-up with Vitapix is a situation comedy taken from Chic Young's popular comic strip. Arthur Lake is Dagwood, while Pamela Britton plays Blondie. Hal Peary, original "Great Gildersleeve," portrays the next-door neighbor, Herb Wooley. Two children and five dogs mix things up for excitement. Roach had to wait five years from the last theatrical release of the Columbia Pictures movie series before producing the new tv show. Columbia made 38 "Blondie" features between 1938 and 1951, Hollywood's longest string of continuing characters. Mr. Young's comic strip, a King Features property, is seen in 1,300 papers daily throughout the world and in 16 languages. Program was on all three radio networks during a 10-year period for Camels and Colgate. Some 60 Vitapix stations have signed for the tv version while Wesson Oil and Sunkist Growers each have signed for one-third of the tab.

Bold Journey

True-life travels of adventurers in far away places are highlighted in *Bold Journey,* new series of 26 half-hours just started on ABC-TV for Ralson Purina Co. through Guild, Bascom

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*Hooper Radio Audience Index **Cumulative Pulse Audience Survey

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33 of the top 50

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Non-Network Programs
May 1956 Telepulse

Life of Riley	31.4	KLZ-TV
Dr. Hudson's Secret Journal	29.2	KLZ-TV
Highway Patrol	26.7	Stat. C
Channel 7 News (Thursday Edition)	26.0	KLZ-TV
Channel 7 News (Tuesday Edition)	25.0	KLZ-TV
I Led Three Lives	24.9	Stat. C
Channel 7 News (Friday Edition)	24.3	KLZ-TV
Channel 7 News (Wed. Edition)	23.0	KLZ-TV
Mr. District Attorney	22.9	KLZ-TV
Guy Lombardo	22.7	KLZ-TV
Wild Bill Hickok	22.7	KLZ-TV
Celebrity Playhouse	22.7	KLZ-TV
Confidential File	22.4	KLZ-TV
Stories of the Century	22.2	KLZ-TV
Liberace	21.5	KLZ-TV

Non-Network Programs
June 1956 A.R.B.

Death Valley Days	32.0	KLZ-TV
Highway Patrol	29.7	Stat. C
Dr. Hudson's Secret Journal	27.3	KLZ-TV
Channel 7 News (Monday Edition)	25.2	KLZ-TV
Channel 7 News (Thursday Edition)	25.2	KLZ-TV
Channel 7 News (Tuesday Edition)	24.8	KLZ-TV
Channel 7 News (Friday Edition)	24.3	KLZ-TV
Star Performance	23.5	KLZ-TV
Life of Riley	23.0	KLZ-TV
Guy Lombardo	20.8	KLZ-TV
Academy Theatre (Saturday)	19.9	Stat. C
Channel 7 News (Wed. Edition)	19.8	KLZ-TV
Confidential File	18.3	KLZ-TV
Celebrity Playhouse	17.8	KLZ-TV
Channel 7 Sports	17.6	KLZ-TV

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& Bonfigli, San Francisco. Julian Lesser is producer for Advenco Productions.

Broken Arrow

John Lupton plays an Indian agent and Michael Ansara portrays Cochise, Apache chief, in this new series of 39 half-hours being produced by TCF Television Productions, 20th Century-Fox subsidiary, for Sept. 25 debut on ABC-TV under General Electric Co. sponsorship. The Tuesday 9-9:30 p.m. (EDT) show will receive considerable secondary promotion since TCF has signed a merchandising agreement with MRW Assoc., New York, for toys, novelties, wearing apparel and comic books.

Byline—Steve Wilson

During the past year this half-hour newspaper drama series of 39 films by Mark Stevens Productions has been running on NBC-TV under the title of *Big Town*. Stevens now is syndicating the show as *Byline—Steve Wilson* through M & A Alexander.

The Buccaneers

The adventures of a reformed pirate captain waging war on pirates on behalf of the British crown form the basis of this new half-hour filmed series, which will be carried on CBS-TV this fall under the sponsorship of Sylvania Electric Products Inc. Series was produced by Sapphire Films in association with Official Films. Robert Shaw stars. Sydney Cole is producer.

Captain David Grief

Based on Jack London's epic of the South Seas, this half-hour adventure series is being produced in color on location in the Hawaiian Islands by Guild Films Co. It concerns the heroic encounters of a ship's captain. Series co-stars Maxwell Reed and Helen Westcott. Guild has assigned Duke Goldstone as producer and Stuart Heisler as director. Guild will offer series for national or regional sale.

Cavalry Patrol

A pilot film has been completed on this new series by Charles Marquis Warren, who has one-half ownership in partnership with CBS-TV which plans to start the new western during the winter. Mr. Warren will write, produce and direct *Cavalry Patrol* and highlight little known true facts about the U. S. Cavalry and indians in the west in the late 1860's.

Central Allied Intelligence

Saturn Films Inc., currently producing two feature movies in Europe, is also producing a series of half-hour foreign intrigue adventures for television under the title *Central Allied Intelligence*. Budgeted at low $15,500 per episode, writer-creator Cy Roth of Saturn Films claims top quality photography and production is possible, in view of company's 30 years of feature experience.

Conflict

This is Warner Bros. new offering for the fall season as companion hour to alternate with its year-old *Cheyenne* series on ABC-TV, Tues. 7:30-8:30 p.m. *Conflict* begins Sept. 18 for Chesebrough-Ponds Inc. through J. Walter Thompson Co. and McCann-Erickson. *Conflict* dramas are aimed at adult audience but Warner Bros. expects the new show to hold attention of younger viewers too.

Circus Boy

Scheduled to begin on NBC-TV this fall, with Reynolds Metals Co. as sponsor, is this series of half-hour programs produced by Herbert B. Leonard and Norman Blackburn in association with Screen Gems. Story concerns the adventures of a young lad befriended by circus performers. Featured players are Mickey Braddock and Noah Beery.

The City

A pilot film in this series, projected as adventure-dramas based on specific cities and dealing in many cases with "real events which are too controversial to be done as documentaries," has been produced for CBS-TV Film Sales by John Nasht. Pilot deals with Cairo. Series will feature different players each week, but a well-known star, as yet not specified, will serve as host for the series.

Combat Sergeant

Action stories based on World War II incidents in North Africa make up this half-hour series, produced by Films for Television of Hollywood, which recently began on ABC-TV and will be distributed in other markets by NTA. The director is George Blair and featured actors are Michael Thomas, Cliff Clark and Dominick Delgarde.

Dick Powell-Zane Grey Theatre

Four Star Films began filming the new CBS-TV series last week for sponsorship by General Foods, starting Oct. 5. Dick Powell is host of the half-hour program which will feature name stars in its 29 episodes. Hal Hudson is producer, with Les Salander director. William Cruikshank, Four Star president, announced that the series is being produced in conjunction with the late Zane Grey's family.

Dr. Christian

Production has begun on the first 39 episodes for first-run syndication and the series already has been sold in several markets, starting in fall. Macdonald Carey stars in the half-hour medical drama, produced by Ziv Television Programs in Hollywood with Maurice Unger as executive producer.

Emmett Kelly Story

Just two weeks ago, Hugh Harman and Rudolph Isling, a production team long known in theatre circles, finished a pilot for CBS-TV called *Emmett Kelly Story*. Folklore and adventure of the circus are depicted in this proposed series based on the life of the famous clown.

Forest Ranger

A pilot film of this half-hour adventure series based on material in the files of the U. S. Forest Service is currently being shown to national advertisers by ABC Film Syndication. Dick Foran is starred in the program, being filmed by Rabco Tv Productions with Ben Fox as producer and Hal Roach Jr. as executive producer.

Frontier Doctor

An anthology of western dramas, each featuring Rex Allen in the title role, is being produced by Republic Pictures' Studio City Television Productions with distribution through the movie studio's Hollywood Television Service. The half-hour series will total 39 films, with 13 already completed.

Frontier Judge

Chertok Television Productions, which made the original 178 *Lone Ranger* films for tv, as well as other westerns, has produced a pilot of a new series, *Frontier Judge*, in partnership with ABC-TV. Leon Ames is starred.

Gerald McBoing-Boing

The indomitable little prodigy, which UPA Pictures has been producing for Columbia Pictures and theatrical release, will appear this fall in new adventures made especially for half-hour weekly exposure on CBS-TV. Sponsor has not been set. Unique series reportedly has $62,000 program cost, but this includes re-run privilege.

Guns of Destiny

This is a Hal Roach Studios adventure anthology, with Ralph Bellamy acting as the gun collector and host-narrator and star in some of the episodes. Series will dramatize the important role firearms of all kinds in any era have played in the development of a dynasty, family or nation.

Here Comes Tobor

Guild Films Co. is producing the half-hour series, which centers around the adventures of an electronic man (nine feet tall) and his companion, an 11-year-old boy, in cooperation with Dudley Productions. Richard Goldstone is producer and Duke Goldstone is director. Guild will distribute the series for national, regional or local sale. Starring are "Tobor," the electronic man, and Tommy Farrell.

Hey, Jeannie

In this new half-hour situation comedy with music, Jeannie Carson plays a Scotch immigrant who comes to the U. S. and tries to make her way. Produced by Four Star Films, the show will be sponsored on CBS-TV Sat., 9:30-10 p.m. (EDT), beginning Sept. 8, by Procter & Gamble Co. through Compton Adv.

High Road to Adventure

Another adventure series which takes the viewer down rapids and hunting sharks with bow and arrow is *High Road to Adventure,* 26 half hours in production by Jet Television and Film Productions. Series has been sold to KHJ-TV Los Angeles starting in September and is to be syndicated nationally.

I Love a Mystery

Pilot film of this half-hour series, based on the well-known Carlton E. Morse radio package, has been completed by Ziv Television Programs. Stars are Maria Riva, Howard Duff, Paul Kelly, and Sidney Blackmer. It has not been decided whether to make the series available for one national advertiser or for syndication.

Impact

This half-hour weekly dramatic anthology series is based on true stories and is being produced by McCadden Productions for 39-week run on NBC-TV under sponsorship of Chesebrough Mfg. Co. for Pond's beauty soap through J. Walter Thompson Co. Narrator is Wesbrook VanVoorhis. McCadden is making 30 episodes and nine will be re-run at season's end.

Johnny Come Lately

Milt Josefsberg, NBC-TV executive producer in Hollywood, has produced a pilot of a crusading television news reporter. Jack Carson has been signed to a one-year exclusive contract effective Aug. 1 and would be featured in the series, not yet scheduled.

Last of the Mohicans

Now in production in Canada with total budget estimate of $1.5 million, *Last of the Mohicans* will be 39 half-hours based on the Indian theme. Normandy Productions Ltd. is producing and is a subsidiary of Television Programs of America, distributor. Lon Chaney Jr. and Johnny Hart have star roles. Edward Small is producer and Sam Newfield director.

Man With the X-Ray Mind

Paul Hurkos, described as possessing unusual mental facilities, is featured in this series for

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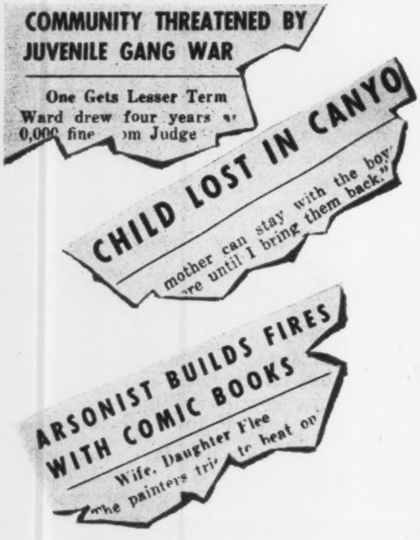
... gets into the heart as well as the home

CODE 3



COMMUNITY THREATENED BY JUVENILE GANG WAR

One Gets Lesser Term

Ward drew four years ar
0,000 fine om Judge

CHILD LOST IN CANYO

mother can stay with the boy
are until I bring them back."

ARSONIST BUILDS FIRES WITH COMIC BOOKS

Wife, Daughter Flee

the painters tri to beat on

Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many *firsts* in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
- Aero squadron
- Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire **ABC Film Syndication, Inc.**

Sold! Sold! Sold! Prior to release

Liebmann Breweries, Inc.

Signal Oil

National Biscuit

Many choice markets still available

CODE 3, top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

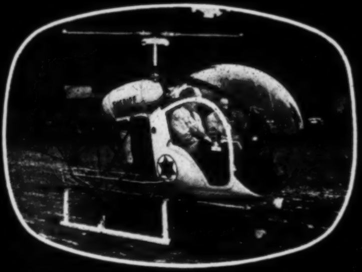
CODE 3 — bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

A top commercial vehicle for any product or service!

hottest new show in years

Executive producer: Hal Roach Jr.

Producer: Ben Fox



• 10 East 44th Street, New York City • OXford 7-5880

which a pilot is now being filmed in Holland by New World Productions at a cost of about $30,000. New World calls the program "true adventure," plans to make 39 half-hour installments.

Marie Wilson Show

The actress who sparked *My Friend Irma* is returning to the film field for McCadden Productions' new *Marie Wilson Show* for CBS-TV. Sponsorship has not been set. The half-hour weekly is expected to be scheduled for 39 weeks.

Martin Kane

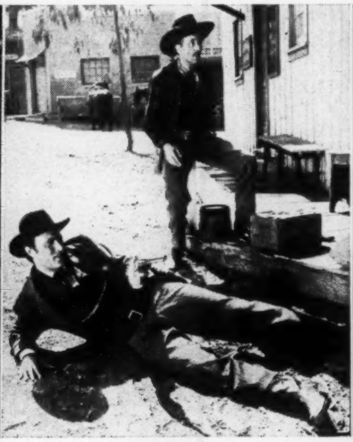
Ziv Television Programs has completed a pilot of this half-hour series, starring William Gargan, and will produce series in England in conjunction with Harry Alan Towers. It is based on a live tv series of a few years ago. It has not been decided whether series will be a network or syndicated offering.

Mickey Rooney Show

Playing the role of a page at International Broadcasting Co. in Hollywood, Mickey Rooney manages to situate himself in numerous comedy sequences for this new syndication package of 33 films distributed by T. J. Corradine and Assoc. Show was *Hey, Mulligan* on NBC-TV in 1954-55 for Screencraft Pictures Inc. Joseph Stanley is producer and Leslie Martinson, director. Mr. Rooney is supported by regular cast, including Regis Toomey, Claire Carlton, Carla Balenda, John Hubbard and Joey Forman.

HIGHWAY PATROL
Ziv

ROBIN HOOD
Official Films


FRONTIER
NBC Film

RICHARD DIAMOND
Four Star Films

CHINA SMITH
Natl. Telefilm

New York Confidential

Only the title of the Lee Mortimer-Jack Lait book is used for this tv series of adventure dramas with a New York setting. Television Programs of America is producing the series, with Lee Tracy starred. Leon Fromkiss is executive producer of the filmed program, which TPA will offer for national sale.

Night Watch

New tv series based on actual happenings at night to Felony Squad Car No. 56 of the Culver City, Calif., Police Dept., is being planned by Bill Burrud Productions and a pilot has been made. Half-hour show is titled *Night Watch* and is patterned on the radio show of the same name aired for several years on CBS. As in radio, the tv show features Detective Sgt. Ron Perkins and police recorder Don Reed. Show is expected to start this fall on KCOP in advance of syndication.

Oh, Susanna

Gale Storm is the star of this new series. Like *Margie*, in which she also played the title role, *Oh Susanna* is produced by Hal Roach Studios. Nestle Co. will sponsor the new program in the 9-9:30 p.m. (EDT) Saturday period on CBS-TV, starting Sept. 29. Two episodes of *Susanna* are being filmed each week in an attempt to build up a backlog before Gale Storm leaves to keep a prior commitment with the stork.

O. Henry Playhouse

Representing one of the few major ventures for speculative syndication this fall, *O. Henry Playhouse* represents an investment of more than $1.2 million by Gross-Krasne Inc. for the 39 half-hour films based on the O. Henry stories. Jack Gross and Phil Krasne were in New York a fortnight ago to set up the production firm's own distribution and sales office for the series.

On Guard

Aerojet Productions, film unit of Aerojet-General Corp., the rocket engine subsidiary of General Tire & Rubber Co., is currently on location filming a series of 13 half-hour shows on all aspects of defense for the U. S. Defense Dept. Titled *On Guard*, series will be offered to sponsors. Executive producer is Bill Taft.

On Trial

Joseph Cotten will be host narrator of *On Trial*, new half-hour series based on authentic court cases, to begin Sept. 14 on NBC-TV for Campbell Soup Co. through BBDO. Mr. Cotten stars in at least ten of the programs and is part owner-vice president of Fordyce Enterprises, production firm headed by series' producer Collier Young. Fordyce expects production loss of $100,000 over and above what is received from syndication. The series is receiving technical assistance from members of the New York and California bar associations.

Orson Welles Show

Production has been finished on a pilot film for a new half-hour series jointly owned by Mr. Welles, Desi Arnaz and Lucille Ball. The pilot is a comedy but all forms of drama are to be included in the projected series, which is to be withheld until next spring rather than face off-hour exposure this fall.

Perry Mason

Based on the Erle Stanley Gardner mystery series of the same name, CBS-TV plans to schedule *Perry Mason* early next year. It is a full-hour drama with Raymond Burr in the title role and will be filmed by Paisano Productions with Gail Jackson executive producer. Series goes before camera in September. CBS-TV has assigned executive producer Robert Sparks and producer Ben Brady to series.

Publicity Girl

Jan Sterling plays the title role in this new comedy series, of which a pilot film has been completed by Chertok Television Productions in partnership with ABC-TV. Chertok is the producer of the successful business girl series *Private Secretary* sponsored by American Tobacco Co. on CBS-TV and is now syndicating re-runs of these programs under the title *Susie*.

Richard Diamond

Dick Powell, who used to play the title part in this private eye dramatic series on radio, has relinquished the role to Don Taylor for a tv series of which Four Star Films Inc. has completed the pilot. Mr. Powell, Charles Boyer, David Niven and William Cruikshank head Four Star Films.

77th Bengal Lancers

This costume drama, produced by Herbert B. Leonard for Screen Gems, will be presented over NBC-TV this fall under the sponsorship of General Foods Corp. The series stars Phil Carey and Warren Stevens.

Sheriff Of Cochise

This new half-hour tv film series produced by Desilu Productions in conjunction with National Telefilm Assoc., has been sold to Socony Mobil Oil Co. in 67 midwestern markets, to start Oct. 1. A police drama based on criminal cases on file in the Cochise County (Ariz.) Sheriff's office, the program stars John Bromfield in the title role. Producer-writer of the series is Mort Briskin; Earl Bellamy is the director. NTA is distributing.

Sir Lancelot

A new half-hour costume drama based on the adventures of the title character and other knights of the round table is being produced in England by Sapphire Productions Ltd., London, in association with Official Films, New York. Series has been sold on alternate weeks to Lever Bros. and Whitehall Pharmacal for showing on NBC-TV this fall. William Russell stars in title role. Producer-director is Ralph Smart.

State Trooper

Currently in production for MCA-TV Film Syndication Division is *State Trooper*, a 39-episode, half-hour series, to be released in January 1957. The program, which is being pro-

America's Finest 5-Minute Radio Program

WINNER OF FREEDOMS FOUNDATION AWARD

"POINT OF LAW"

"Point of Law's" unique format of intriguing court cases and significant legal decisions carries suspenseful, wide-audience appeal. The only program of its kind. Tailored for discriminating advertisers.

◆

Current "Point of Law" sponsors include such bluebook advertisers as: Bank of America; The Bank of Georgia; Delco Division of General Motors; Land Title Guarantee & Trust Co.; First Federal Savings and Loan Assn.

Among major network stations now carrying "Point of Law" each Monday through Friday are: WAGA; KSD; KNX; KCBS; WJR; WCCO; WGAR; WBAP; WBEN; KFSD; KPRC; WALA

"Point of Law" has the endorsement of the Bar Association in all areas in which it is broadcast.

260 TRANSCRIBED PROGRAMS NOW AVAILABLE

Audition record may be obtained on request from Ed Buckalew—

• Wayne Steffner Productions •

6223 SELMA AVENUE • HOLLYWOOD 28, CALIFORNIA

duced by Revue Productions, stars Rod Cameron and dramatizes cases from the files of the Nevada State Police.

Stryker of Scotland Yard

Filmed in England by Republic Pictures' television subsidiary, Studio City Television Productions, this mystery series on the popular Scotland Yard theme has 13 films completed. It is syndicated by Republic's Hollywood Television Service.

Tarzan

California National Productions, newly-formed subsidiary of NBC that includes NBC-TV Films and other units, has acquired rights to produce and distribute the first *Tarzan* film series for tv, in association with Sol Lesser, producer of many Tarzan movies. Production of 39 half-hour episodes will begin this fall at California National studios in Hollywood in time for January 1957 release. Series will be offered for national sponsorship. Gordon Scott has been signed for the title role.

Theatre With Lilli Palmer

An anthology of dramatic programs based on the works of Guy de Maupassant, Robert Louis Stevenson, D. H. Munro and W. W. Jacobs, this series features Lilli Palmer as hostess and includes such stars as Wendy Hiller, Flora Robson, Marius Gorin and Margaret Leighton. It was produced by Incorporated Television Programme Co. Ltd., London, and is being distributed by NTA.

The Tracer

Robert C. Dennis has completed 26 scripts for *The Tracer,* half-hour series being filmed in New Orleans by Spencer Telefilms. Jim Chandler stars in the program which is based on the files of Tracers Corp. of America. Filming of the last six episodes is underway. Series will be distributed by Motion Picture Advertising, New Orleans.

Tugboat Annie

Television Programs of America is producing the half-hour adventure series based on the noted *Saturday Evening Post* stories. TPA Board Chairman Edward Small is supervising production on series, which TPA will offer for national or regional sale.

Waldo

A half-hour situation comedy based on the adventures of a chimpanzee, currently is being co-produced by Television Programs of America and Robert Maxwell. Mr. Maxwell is producer of the series, which stars a chimpanzee and his scientist-owner and friend, played by Gil Stratton. TPA will distribute either for national or regional sale.

War in the Air

RKO Television is distributing this new series of half-hour programs, using official films of the Royal Air Force and other British airmen during World War II. Fifteen programs are available and others are being prepared. Series is being produced in London by John Elliott in cooperation with the BBC and Allied air forces.

West Point

Production is continuing on this Ziv Television Programs series, which will be launched on CBS-TV this fall under the sponsorship of General Foods Corp. (Post cereals) through Benton & Bowles. It is an anthology series, with much location work at West Point and other military establishments. Cast changes. Producer is Leon Benson.

Wire Service

Starring Dane Clark as reporter for fictitious Transglobe News Syndicate, *Wire Service* is a series of full-hour films slated for Thurs. 9-10 p.m. (EDT) on ABC-TV beginning Oct. 4. Production crew went on location in the Mojave Desert last week to film the first story about the savage search for uranium in the West. Series is a Don Sharpe and Warren Lewis production using Desilu facilities.

WLS National Barn Dance

Fred A. Niles Productions is filming a series of 26 half-hour tv programs (using the Niles "Camtronic" system) of the 32-year-old radio programs, whose cast of more than 50 country-style singers, instrumentalists and comedians is being utilized in the tv series.

In addition to the new tv film programs which are either ready for telecasting or in production, and the pilots of projected series which are being shown to prospective buyers, most of last year's popular film program series will be around in the months ahead, many of them with new episodes now being prepared for fall-winter telecasting, others with re-runs of previous programs, sometimes retitled for re-run purposes.

To attempt to catalog the complete list of film fare to be available for televiewers during the 1956-57 season would require a volume in itself. The following company-by-company report makes no pretense at completeness, is presented merely as a spot check indicative of the activities of the major distributing companies of film programs for television, other than the introduction of new programs.

ABC Film Syndication's list of continuing programs includes *Code 3, Douglas Fairbanks Presents* (39 new episodes for the 1956-57 season), *Passport to Danger, Sheena, Queen of the Jungle,* and others.

Alpha Television, which filmed *Tv Reader's Digest,* reported it is trying to work out plans for syndication of the property. The show finished its run on ABC-TV in July.

Ben Blue and producer Jerry Stagg have formed Blue-J Productions, which this fall is scheduled to begin filming a new half-hour tv series *Ben Blue's Brothers.* Marion Hargrove is writer.

FIRST PRINTS of the $21 million worth of Warner Bros. features recently acquired by Associated Artists Productions are sent on their way to television stations by Air Express. Herbert Richek (r), AAP director of services, checks the first shipment at Idlewild Airport, New York. Included in this lot are prints of "Silver River," starring Errol Flynn; "Pride of the Marines," with John Garfield, and "A Kiss in the Dark," with David Niven.

Chertok Television Productions has in the works plans for a sea melodrama, *Captain McQueen,* about a passenger-cargo ship, an anthology titled *Family Tree* and a situation comedy about the life of a movie producer in Hollywood called *Mr. Big.* Other series Chertok Tv Productions has filmed include *Cavalcade of America* for DuPont, *Sky King* for Derby Foods and *Steve Donogan, Western Marshall* for NBC Film Syndication Division.

Current CBS-TV Film Sale series for which new episodes are being produced include *Adventures of Champion* (26 new films being produced by Flying A Pictures; 26 already seen on CBS-TV are being offered for national and international sales, not for syndication); *Navy Log,* which American Tobacco Co. has signed to co-sponsor on ABC-TV this fall (39 new episodes, produced by Sam Gallu), and *Annie Oakley* (26 new episodes by Flying A Pictures). CBS-TV Film Sales also reports that several new shows are going into production but that plans are being kept quiet for competitive reasons. Firm also will continue distribution of upwards of a score of other properties, including *Amos 'n' Andy, Brave Eagle, Fabian of Scotland Yard, Gene Autry Show, Life With Father,* and *Terrytoons* (cartoons).

With Sept. 12 scheduled as start of the new season of *Disneyland* and Oct. 1 for *Mickey Mouse Club,* both on ABC-TV, Walt Disney has 126 hours of tv programming in various stages of production at his Burbank, Calif., studio. The first of 26 new full-hour segments on *Disneyland* will be "Antarctica—Past and Present." This film story of the frozen continent where the U. S. is conducting major scientific inquiries will feature on-the-spot footage from Disney photographers Elmo Jones and Lloyd Beebe, who are with a Navy task force there.

Disney is preparing subsequent television shows on Samoa, Holland, Lapland and the American Northwest from special footage shot by his photographers in those areas. To round out the series, Disney is completing several programs on various fictional and historical personages, including John James Audubon, Pecos Bill and John Tremaine. He also will present his live-action feature, "Rob Roy," as two 60-minute tv shows.

Disneyland will be sponsored through its 1956-57 season by Derby Foods, American Motors and American Dairy Assn., marking their third consecutive year of sponsorship of the series.

Mickey Mouse Club, utilizing 100 hours of television production, will begin its second season and generally follow its established format. However, Mr. Disney is supervising a nationwide hunt for fresh juvenile talent to be featured in the Mouseketeer segment of the daily series. From candidates selected in ten key cities, about 40 youngsters are being given final tryouts at the studio.

Mickey Mouse Newsreel schedule also is being altered to provide for a number of weekly "specials." Footage for these are arriving from MMN cameramen around the world.

Ten *Animal Autobiographies* and a 20-episode live-action serial, *The Hardy Boys,* are in production. Disney also has set aside 80 one-reel cartoons for inclusion in the second *Mickey Mouse Club* season. Show has participating sponsors.

Flamingo Films is preparing no new series but is producing 26 new half-hour episodes of *The Country Show* featuring stars of *Grand Ole Op'ry,* which has been sold to Pillsbury Mills in 136 markets and will be carried in a total of 220 markets this fall. Flamingo also is producing

Continues on page 97

Little Rock's POWER PACKAGE...

NBC
Affiliate

KARK-TV

Channel 4

· POWER PREFERENCE · POWER PROGRAMMING · POWER FACILITIES

Power Preference

Across the board, Little Rock viewers choose KARK-TV—

ARB Survey, June 1956—KARK-TV has 7 of the top 12 nighttime shows selected by Little Rock viewers—

1. Highway Patrol—KARK-TV*
2. Your Hit Parade—KARK-TV
3. **$64,000 Question—Station B**
4. Perry Como Show—KARK-TV
5. You Bet Your Life—KARK-TV
6. **I've Got a Secret—Station B**
7. **Badge 714—Station C**
8. **$64,000 Challenge—Station B**
9. Lux Video Theatre—KARK-TV
10. **Ed Sullivan Show—Station B**
11. George Gobel Show—KARK-TV
12. This Is Your Life—KARK-TV

*Shown during same time period on KARK-TV and station C. Combined rating scores first place. Breakdown: KARK-TV, 26.9; Station C, 19.1.

5 of the Top 5 Multiweekly Shows—Network and local, KARK-TV viewers voted for Channel 4 programming—sweeping the first five places with—

1. I Married Joan—3:00 p.m. Mon. thru Fri.
2. News Final—10:00 p.m. Sun thru Sat.
3. Queen for a Day—2:00 p.m. Mon. thru Fri.
4. Tennessee Ernie Ford Show — 12:30 p.m. Mon. thru Fri.
5. Evening News & Weather—6:00 p.m. Mon. thru Fri.

Major Share of Nighttime Audience—From 6:00 to 10:00 p.m. KARK-TV captures the largest overall share of Little Rock viewers. 62 quarter-hour firsts of 119 quarter-hours per week—the largest audience in Little Rock.

Power Preference—Power Programming—Power Facilities . . . the KARK-TV Power Package means Sales Power in Arkansas.

Power Programming

Network and local, quality programming is increasing the already proven Pulse audience lead of **KARK-TV** —

NBC Television — Programming voted best by Little Rock viewers in the June 1956 ARB survey . . . and KARK-TV reperesents NBC's only exclusive outlet in the entire state.

Top-Rated Local Programming—Specialized local programming for everyone—from Pat's Party for the children to News Final, the program 10:00 p.m. viewers voted in the top Multi-Weekly programs in Little Rock.

Power Facilities

KARK-TV facilities complete the power package in programming and preference —

Higher Tower-Maximum Power—KARK-TV's new tower-power package delivers your message to almost all of Arkansas.

Operating on Maximum Power—100,000 watts.

Full network color facilities.

One of the Tallest Towers in the Nation —1,693 feet above average terrain, —1,175 feet above ground.

Little Rock Plus 44-County Coverage . . .

Now your sales message to thousands of new viewers . . . the facts inside the 100 mv/m contour —

	KARK-TV Coverage	State Total
Counties	44	**75**
Population	1,028,300	**1,785,000**
Households	289,150	**503,060**
Spend. Inc.	$1,094,231,000	**$1,876,635,000**
Retail Sales	805,057,000	**1,399,436,000**
Gross Farm Inc.	284,375,000	**592,572,000**

(Source: '56 SRDS Estimates of Consumer Markets)

Represented by

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

KARK·TV

CHANNEL 4 NBC *Affiliate*

Little Rock, Arkansas

TOP 10 TV NETWORK ADVERTISERS
IN APRIL 1956

1.	Procter & Gamble	$3,456,384
2.	General Motors	1,684,410
3.	Colgate-Palmolive	1,668,237
4.	Chrysler	1,656,322
5.	General Foods	1,269,718
6.	American Home Prods.	1,238,158
7.	Gillette	1,036,406
8.	R. J. Reynolds	986,702
9.	Lever Brothers	978,613
10.	Ford Motor	970,963

TV NETWORK

MILLION-DOLLAR MARK TOPPED BY

APRIL: THE FOOD INDUSTRY, paced by General Foods Corp., continues to reign as kingpin of product groups in gross tv network time sales, according to computations based on Publishers Information Bureau data.

The foods manufacturer already has outstripped its high climb in network tv of last year. PIB showed this category to have invested more than $29 million in only the four-month period of January through April of this year, nearly $2 million above the total for the same period last year.

Also climbing high and fast was toiletries, expenditures in that category at more than $25 million this year, $3 million ahead of last year's period. Automobile makers also were in high gear by nearly $21 million, about $7 million ahead of last year's period.

In the top 10 tv network advertiser list, Procter & Gamble compiled more than $3.4 million in April in its network tv billing.

The Big Three from Michigan—General Motors, Chrysler and Ford—all placed in the listing, GM with over $1.6 million invested, Chrysler next with approximately the same investment, and Ford Motor Co. cruising in the 10th spot some $30,000 away from the $1 million bracket.

General Foods, the foods pacesetter in April, placed fifth; Colgate-Palmolive, the top spender in toiletries, was third. The top 10 in April of this year was nearly identical with the listing of a year ago. Exceptions: Ford and American Home Products in this year's list, General Mills and American Tobacco listed last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY-APRIL 1956, COMPARED TO 1955

	April 1956	Jan.-April 1956	April 1955	Jan.-April 1955
Agriculture & Farming	$ 48,803	$ 199,387	$ ——	$ ——
Apparel, Footwear & Access.	258,450	1,096,956	354,675	1,358,043
Automotive, Auto. Equip. & Access.	5,146,753	20,962,368	3,387,048	13,856,129
Beer, Wine & Liquor	552,482	2,223,196	768,845	2,331,775
Bldg. Materials, Equip. & Fixtures	463,554	1,162,374	159,243	397,355
Confectionery & Soft Drinks	819,540	3,542,375	632,406	3,035,701
Consumer Services	245,829	422,575	124,251	542,894
Drugs & Remedies	3,029,609	12,417,852	1,590,795	7,160,952
Food & Food Products	7,020,922	29,119,833	6,721,235	27,382,466
Gasoline, Lubricants & Other Fuels	344,784	1,490,886	440,729	1,560,001
Horticulture	44,316	44,316	35,422	43,903
Household Equipment & Supplies	2,657,826	10,171,224	2,286,400	10,731,512
Household Furnishings	334,700	1,044,792	383,915	1,088,429
Industrial Materials	865,398	3,230,258	667,947	2,516,585
Insurance	393,090	1,491,461	149,652	658,145
Jewelry, Optical Goods & Cameras	449,996	1,606,145	452,243	1,672,281
Office Equipment, Stationery & Writing Supplies	259,064	1,378,327	474,755	2,166,746
Political	5,295	5,295	——	——
Publishing & Media	81,375	399,569	75,063	294,625
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	676,233	2,861,270	824,255	3,463,594
Retail Stores & Direct by Mail	——	——	——	10,392
Smoking Materials	3,419,464	14,420,371	3,348,433	13,599,390
Soaps, Cleaners & Polishes	5,036,507	19,306,269	3,591,773	14,106,754
Sporting Goods & Toys	85,051	189,940	18,855	41,529
Toiletries & Toilet Goods	6,359,115	25,565,649	5,885,878	22,535,433
Travel, Hotels & Resorts	42,210	187,530	38,280	162,705
Miscellaneous	324,362	1,102,290	307,207	1,301,333
TOTALS	$38,964,728	$155,642,508	$32,719,305	$132,018,673

Source: Publishers Information Bureau

LEADING ADVERTISERS IN PRODUCT GROUPS DURING APRIL 1956

Ralston Purina Co.	$ 43,448
Knomark Manufacturing Co.	67,518
Chrysler Corp.	1,656,322
Joseph Schlitz Brewing Co.	197,556
American Radiator & Standard Sanitary Corp.	103,879
The Coca-Cola Co.	385,832
American Telephone & Telegraph Co.	212,409
American Home Products Corp.	1,179,741
General Foods Corp.	1,269,718
Gulf Oil Corp.	166,098
Outboard Marine & Manufacturing Co.	23,523
General Electric Co.	495,217
Armstrong Cork Co.	148,280
Aluminum Co. of America	249,660
Prudential Insurance Co. of America	265,050
Eastman Kodak Co.	172,560
Parker Pen Co.	94,599
Stevenson for President Committee of New York State	5,295
Time, Inc.	52,680
Radio Corp. of America	224,628
R. J. Reynolds Tobacco Co.	986,702
Procter & Gamble Co.	3,116,810
Outboard Marine & Manufacturing Co.	53,386
Colgate-Palmolive Co.	1,237,725
Pan-American World Airways, Inc.	42,210
Sperry & Hutchinson Co.	99,288

BUYS, BUYERS

SEVEN SPONSORS IN APRIL, NINE IN MAY

TOP 10 TV NETWORK ADVERTISERS IN MAY 1956

1. Procter & Gamble	$3,835,179
2. Colgate-Palmolive	1,967,265
3. Chrysler Corp	1,901,951
4. General Motors	1,862,237
5. American Home Prods.	1,253,058
6. Gillette Co.	1,215,618
7. R. J. Reynolds	1,101,391
8. Lever Bros.	1,057,331
9. General Foods	1,047,329
10. Ford Motor Co.	879,761

MAY: PROCTER & GAMBLE neared the $4 million mark in gross time purchase in network tv in May, spending more than $3.8 million. In May of last year, P&G spent a *combined* $3.8 million for both network tv and network radio.

The month of May also saw nine advertisers spend more than the $1 million level in network tv. Two advertisers, Colgate-Palmolive and Chrysler, were just a shade under $2 million.

This monthly fattening of expenditures by leading network tv users also was indicated in computations based on Publishers Information Bureau data.

P&G, Colgate, Chrysler, Gillette, General Motors, General Foods, R. J. Reynolds, and Lever in the main followed the pattern of tv network outlay they established last year. But each of the advertisers (except for General Foods which was about the same) placed more dollars in the medium for time purchases than they had in May of 1955.

American Home Products Corp. was fifth in the ranking last May, although it had not appeared in the May 1955 top 10 listing. Another advertiser—Ford Motor Co.—did not appear in the May 1955 listing. The replacement by Ford and American Home of General Mills and American Tobacco in the top 10 monthly listing has been the general mode set for the past several months.

P&G's rapid rise toward the $4 million mark is significant because that advertiser, which has consistently held down the No. 1 spot in the list, has reacted much as the pulse of network radio or television, reflecting in its expenditures the healthy upswing or conversely, when that has been the case, the downswing.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND JANUARY-MAY 1956, COMPARED TO 1955

LEADING TV NETWORK ADVERTISERS IN PRODUCT GROUPS DURING MAY 1956

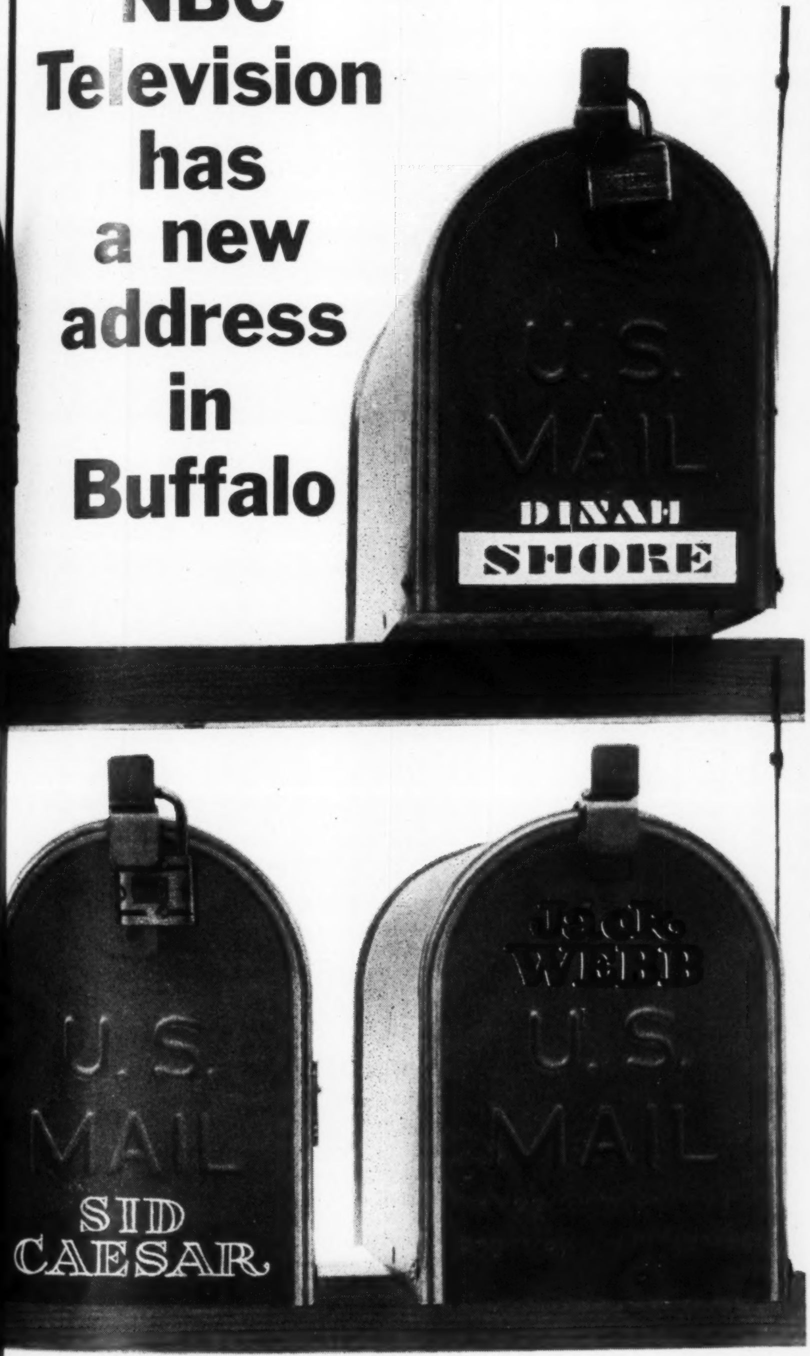
	May 1956	Jan.-May 1956	May 1955	Jan.-May 1955		
Agriculture & Farming	$ 62,159	$ 261,546	$ ——	$ ——	Ralston Purina Co.	42,726
Apparel, Footwear & Access.	208.191	1,305,147	252,150	1,610,193	Knomark Manufacturing Co.	73,434
Automotive, Auto Equip. & Supplies	5,424,794	26,387,162	3,772,626	17,628,755	Chrysler Corp.	1,901,951
Aviation, Aviation Access. & Equip.	——	——	14,535	14,535		
Beer, Wine & Liquor	580,993	2,804,189	716,838	3,048,613	Joseph Schlitz Brewing Co.	201.576
Building Materials, Equip. & Supplies	408,660	1,571,034	158,726	556,081	Carrier Corp.	101,803
Confectionery & Soft Drinks	893,862	4,436,237	647,643	3,683,344	The Coca-Cola Co.	399,330
Consumer Services	267,951	690,526	125,731	668,625	American Telephone & Telegraph Co.	234,411
Drugs & Remedies	3,250,372	15,668,224	1,621,490	8,782,442	American Home Products Corp.	1,200,351
Food & Food Products	7,261,592	36,381,425	6,534,374	33,936,720	General Foods Corp.	1,047,329
Gasoline, Lubricants & Other Fuels	347,814	1,838,700	362,495	1,922,496	Gulf Oil Corp.	168,408
Horticulture	90.840	135,156	52,217	96,120	Stern's Nurseries, Inc.	47,264
Household Equipment & Supplies	2,888,183	13,059,407	2,443,734	13,175,246	General Electric Co.	530,083
Household Furnishings	411,409	1,456,201	395,387	1,483,816	Armstrong Cork Co.	239.185
Industrial Materials	787,644	4,017,902	636,789	3,153,374	Aluminum Co. of America	168,840
Insurance	351,155	1,842,616	219,651	877,796	Prudential Insurance Co. of America	217,020
Jewelry, Optical Goods & Cameras	616,318	2,222,463	488,246	2,160,527	Eastman Kodak Co.	222,339
Office Equipment, Stationery, & Writing Supplies	501,218	1,879,545	555,195	2,721,941	W. A. Sheaffer Pen Co.	143,415
Publishing & Media	75,373	474,942	27,872	322,498	Time, Inc.	56,450
Political	——	5,295	——	——		
Radios, TV Sets, Phonographs, Musical Instruments & Access.	606,260	3,467,530	720,697	4,184,291	RCA	162,559
Retail Stores & Direct by Mail	——	——	——	10,392		
Smoking Materials	3,086,502	17,506,873	3,713,779	17,313,169	R. J. Reynolds Tobacco Co.	1,101,391
Soaps, Cleansers & Polishes	5,125,449	24,431,718	3,761,572	17,868,326	Procter & Gamble Co.	3,434,339
Sporting Goods & Toys	119,108	309,048	4,398	45,927	Outboard Marine & Manufacturing Co.	71,840
Toiletries & Toilet Goods	6,836,085	32,416,474	5,993,293	28,528,726	Colgate-Palmolive Co.	1,527,550
Travel, Hotels & Resorts	42,210	229,740	38,520	201,225	Pan-American World Airways	42,210
Miscellaneous	366,287	1,468,577	242,596	1,543,929	Sperry & Hutchinson Co.	124,489
TOTALS	$40,610,429	$196,267,677	$33,500,554	$165,539,107		

Source: Publishers Information Bureau

GEORGE GOBEL
U.S. MAIL
STEVE ALLEN
DAVE GARROWAY
GROUCHO MARX
PERRY COMO
BOB HOPE

WBUF, Channel 17, Buffalo, is sold b

NBC Television has a new address in Buffalo



As of August 14, WBUF is *the* basic affiliate of the NBC Television Network in the nation's 14th market. Now, with *all* the big NBC-TV shows coming to Buffalo *exclusively* on WBUF, local and national spot advertisers are staking out prime availabilities next to top-rated stars like Perry Como, Bob Hope, George Gobel, Groucho Marx, Dinah Shore, Jack Webb, Steve Allen, Sid Caesar . . . next to top-drawer special events like the World Series, NCAA Football, NBC Spectaculars!

What's more, WBUF is upping its coverage area—increasing power to 500,000 watts and shifting transmission to a new 740-foot tower (1349 feet above sea level)—to bring additional Greater Buffalo counties within reach of the WBUF signal.

In the first seven months of this year, only a limited number of NBC-TV programs were aired by WBUF. Yet so strong was the appeal of those few network shows, coupled with WBUF's superior film programs, that UHF conversion in Buffalo's metropolitan area rose an impressive 52.5%—from 105,000 to 160,100!

Now is the time to join national spot advertisers like Bulova, Coca Cola, Lever Brothers, Liggett & Myers, P. Lorillard, Philip Morris, Simmons Mattress and Bell Telephone in discovering the selling power of NBC's newest basic affiliate.

With WBUF, Buffalo—as with each of the NBC Spot Sales Stations—it's the happy marriage between NBC quality programming and outstanding local shows that makes it the choicest buy in its market!

There's always something extra on the stations represented by NBC Spot Sales.

NBC SPOT SALES

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
SCHENECTADY-ALBANY-TROY **WRGB**
PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**
BUFFALO **WBUF**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**
SEATTLE-TACOMA **KOMO, KOMO-TV**
LOS ANGELES **KRCA**
PORTLAND **KPTV**
SAN FRANCISCO **KNBC**
HONOLULU **KGU, KONA-TV**

Grove Labs Announces Big Hike in Ad Budget

GROVE LABS, St. Louis, which last year spent more than $4 million in advertising its three anti-virus preparations, 4-Way Cold Tablets, Bromo-Quinine and Citroid compound, is announcing today (Monday) a substantial hike in its advertising budget.

Through its three agencies—Harry B. Cohen Adv. (4-Way), Benton & Bowles (Bromo-Quinine) and Dowd, Redfield & Johnstone (Citroid)—Grove will spend close to $5 million in all media, with part-emphasis falling on broadcasting. Approximately $1.2 million will be spent in a radio-tv drive for 4-Way, covering one minute and 10-second announcements and station ID's on about 150 tv stations and 200 radio stations during the course of 26 weeks [B•T, July 9].

Bromo-Quinine will devote 50% of its allocations to radio-tv spot. Grove's newest product, Citroid, will receive the lion's share of the overall budget with more than $2 million to be spent between September and next winter. According to Grove's marketing vice president, Gene K. Foss, Citroid, which was tested last year in 15 cities, "will be backed by the biggest ad budget ever to launch a new cold preparation." (During last year's test, begun some months after the start of the traditional cold season, Citroid managed to get more than 24% of the total New York cold medication sales, a sizable notch over the 20% average-share-of-market in the 15 test cities.)

Merchandising Talk Features WXEX-TV Timebuyers Lunch

INDICATIONS that WXEX-TV Richmond, for one, will seek government approval of its in-store merchandising plan were given last week by Irvin G. Abeloff, vice president.

His observations stemmed from the recent Federal Trade Commission action, which, although not aimed at radio-tv merchandising arrangements directly, charged nine major manufacturers with violating anti-discrimination provisions of the Robinson-Patman Act by buying time where in-store promotion was offered as a "special inducement" [B•T, July 30].

Presiding at a luncheon given by WXEX-TV for some 300 timebuyers and other agency people in New York last Thursday, Mr. Abeloff admonished the group not to "shudder" when he mentioned "merchandising services" as one of the factors in WXEX-TV's claim of dominance in its market.

He said the station's merchandising program gives "proportionately equal treatment to all comers," and that this meets the key requirement of the Robinson-Patman Act. He said the station also is willing to extend the plan to all retailers on a "proportionately equal basis." Station attorneys are "working on it now," he said, adding he is hopeful of approval soon.

The discussion of merchandising services occupied only a small portion of Mr. Abeloff's presentation to the agency people on WXEX-TV's claims that it is the "dominant" television station in its area. Other WXEX-TV people on hand included President Tom Tinsley, who also heads WITH-AM-TV Baltimore and WLEE-AM-FM Richmond, and Mrs. Tinsley; R. C. (Jake) Embry, executive vice president of the WITH stations; Harvey Hudson of WLEE Richmond; other station officials, and top executives of Select Station Representatives, which represents WXEX-TV on the Eastern Seaboard, and of Forjoe-Tv Inc., which represents WXEX-TV in all other sections of the country.

LATEST RATINGS

ARB

TOP TV SHOWS, JULY 7-13

Rank by Rating	Program	Sponsor	Agency	Network	Stations	Time	Rating	Viewers (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	48.6	39,780
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	42.3	38,920
3.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30	38.7	31,160
4.	What's My Line?	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11	35.1	25,950
5.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	32.9	27,560
6.	G.E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	32.0	26,600
7.	Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	31.7	27,770
8.	Best of Groucho	De Soto	BBDO	NBC	157	Thurs., 8-8:30	31.3	—
9.	Do You Trust Your Wife?	General Motors Frigidaire Div.	Kudner	CBS	140	Tues., 10:30-11	31.0	—
10.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	30.7	24,050
	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	—	25,880
	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	148	Sat., 10-10:30	—	24,910

Copyright, American Research Bureau Inc.

VIDEODEX

TOP 10 MULTI-WEEKLY PROGRAMS

July 1-7, 1956

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes
1.	Mickey Mouse Club	Segmented sponsors	and various agencies	ABC	94	Mon.-Fri., 5-6	17.7
2.	Dinah Shore	Chevrolet Motor Div., General Motors	Campbell-Ewald	NBC	98	Tues. & Thurs., 7:30-45	14.9
3.	News Caravan	Plymouth R. J. Reynolds	N. W. Ayer Wm. Esty	NBC	116	Mon.-Fri., 7:45-8	14.6
4.	J. P. Morgan	Sustaining		NBC	110	Wed. & Fri., 7:30-45	14.4
5.	CBS News	Whitehall American Tobacco	SSC&B BBDO	CBS	75 70	Mon.-Fri., 6:45-7	13.9
6.	Queen for a Day	Multi-sponsored and	various agencies	NBC	132	Mon.-Fri., 4-4:45	13.7
7.	Tennessee Ernie Ford	Multi-sponsored and	various agencies	NBC	100	Mon.-Fri., 2:30-3	13.6
8.	The Big Payoff	Colgate-Palmolive	Wm. Esty	CBS	121	Mon.-Fri., 3-3:30 (sponsored Mon., Wed. & Fri. only)	13.3
9.	Arthur Godfrey	Participating sponsors	and agencies	CBS	99	Mon.-Thurs., 10-11:30	13.2
10.	Art Linkletter	Participating sponsors	and agencies	CBS	104	Mon.-Fri., 2:30-3	12.6

Copyright, Videodex Inc.

TOP 10 SPOT PROGRAMS *

July 1-7, 1956

	Program	Distributor	% Tv Homes	No. of Cities	No. of Homes (000's)
1.	I Led Three Lives	Ziv	17.0	116	5,071
2.	Dr. Hudson's Secret Journal	MCA-TV	16.7	97	2,603
3.	Highway Patrol	Ziv	16.2	164	5,529
4.	Celebrity Playhouse	Screen Gems	15.7	61	1,509
5.	Crunch & Des	NBC-TV Films	15.2	115	3,292
6.	The Man Called X	Ziv	15.1	100	3,827
7.	Science Fiction Theatre	Ziv	15.0	125	4,530
8.	Count of Monte Cristo	TPA	14.9	60	2,096
9.	Annie Oakley	CBS-TV Films	14.1	132	4,741
10.	Badge 714	NBC-TV Films	14.0	107	3,463

* Appearing in a minimum of 20 markets

Copyright, Videodex Inc.

Spot Campaign Planned By Robert Hall Clothes

ROBERT HALL Clothes (clothing store chain) last week announced that starting Aug. 20 it will launch a multi-million-dollar spot campaign in 130 markets on 90 radio and 90 tv stations. This campaign and another scheduled to start Sept. 20 will run through the Christmas season. It will be used in part to promote Robert Hall's additional 20 stores opening between now and the end of the year.

Spokesmen for the chain at its New York agency, Frank B. Sawdon Inc., said that it opens 40 stores a year, and as it adds new outlets ups its advertising budget. Though declining to specify what Robert Hall's total budget comes to a year, or how much is actually spent in broadcast media, the agency said more than 60% is in radio-tv.

Markets covered by the latest drive include San Diego, San Bernardino, and Bakersfield, Calif.; Phoenix, Ariz.; Albuquerque, N. M., and Washington, D. C. The 14-year-old chain also will blanket its already-established markets, in which it plans to add new outlets.

Two-City Spots to Herald 'War and Peace' Premieres

PARAMOUNT Pictures Corp. through Buchanan & Co., Los Angeles, this week begins what it calls a "super-saturation" radio spot campaign on network and independent good music stations in New York and Los Angeles for premieres of "War and Peace" Aug. 21 and 23, respectively. The studio said it is buying four times the normal coverage used to promote a picture opening and will use a similar campaign in eight or ten other major markets when the Major Ponti-De Laurentis production opens unlimited initial distribution later.

No tv advertising is planned, but the studio will use exploitation clips and personal appearances in that medium.

The New York-Hollywood premieres are to be "subdued black tie" affairs with radio-tv refused live coverage to prevent what is described as an undesirable clutter of wires, lights and equipment. Movie newsreels, however, will take silent footage with hand cameras because of the "news value of the event. Normal radio budget for picture opening in a major city runs about $1,000, B•T was told.

KMTV Gets ACTION

Guest stars Peggy King, center, and Leo Durocher, right, are pictured above with KMTV's Bettie Tolson on her popular show, "Your TV Home."

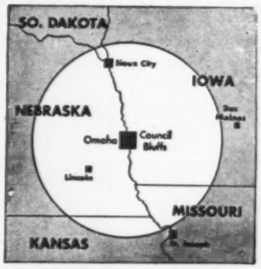
KMTV's Responsive Pre-Sold Audience Requests 200,000 Recipes!

"Your TV Home"—Here's the outstanding homemaker's show that has real meaning for thousands of enthusiastic homemakers in KMTV's rich multi-state market.

These ladies, all loyal followers of "TV Home's" Bettie Tolson, have requested 200,000 copies of recipes featured on the show since it began four years ago.

In a ten-day contest, almost 2,300 household hints were entered. In another case, 2,800 viewers wrote and asked for introductory samples of a new product. 13 spots on "Your TV Home" produced 5,500 recipe contest entries from 405 towns and cities in five states—204 from communities in Nebraska and 162 from towns in Iowa. These are typical results.

Follow the lead of other successful profit-minded local and national advertisers. Cash in on KMTV's pre-sold audience. Schedule KMTV . . . the midwest's Color Television Center and Omaha's popular TV station that *gets action for you!* Contact KMTV direct or see Petry today.



KMTV Market Data*

Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*Survey of Buying Power

COLOR
TELEVISION
CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

ANNOU

greatly expanded

Air Express service

*RADIO-EQUIPPED TRUCKS

†TELETYPE NETWORK

More speed!

Constant shipment control!

No extra cost!

NCING:

*In one metropolitan center alone, Air Express has reduced average pick-up and delivery time by more than half! (And it was notably efficient to start with!)

Amazingly – by introduction of new equipment and new methods – Air Express is chalking up new records for cutting "ground time" of shipments.

Radio-equipped trucks in leading markets are now in constant touch with Air Express Dispatchers. Pick-up time is cut to a minimum. Deliveries are expedited.

All this speed-up of service with Air Express is now yours – with no added charges!

† Air Express now can practically pinpoint shipments. A key-city network is linked together by private teletype service, tied in with scores of other communities in a nationwide network.

All along the route, teletype carries the vital information of all load messages – weight, number of pieces, destination, plus special information or instructions.

Thus, the greatest possible control of Air Express shipments – at no increase in cost to you!

In fact, thousands of users regularly find "Air Express costs less" than any other service!

AIR EXPRESS
RADIO
DISPATCHED

Two-way Radio of the most modern design connects this Air Express truck with central Dispatcher – cuts "ground time" for shipments more than half–yet, costs you no more!

Air Express
GETS THERE FIRST

New Teletype Service enables you, the shipper, or your consignee, to "keep an eye" on Air Express shipments – trace them en route – meet them on time – and at no extra cost!

For the world's most efficient, most complete air shipping service–linking some 23,000 U. S. communities, all by one through carrier–call

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

CIGARETTES IN LOS ANGELES RADIO AND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers Based on Broadcast Advertisers Reports' monitoring)

TELEVISION (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Brown & Williamson	2	4	63½	340
	Kool (Ted Bates)		4	16½	95
	Raleigh (Russel M. Seeds)		4	21	63
	Viceroy (Ted Bates)		4	26	182
2.	Liggett & Myers	1	6	29	301
	Chesterfield (Cunningham & Walsh)		6	27	255
	L & M (Dancer-Fitzgerald-Sample)		2	2	46
3.	Philip Morris & Co.	—	4	29½	259
	Marlboro (Leo Burnett)		3	16	135
	Philip Morris (N. W. Ayer)		3	14	124
4.	R. J. Reynolds	8	4	22	224
	Camel (William Esty)		3	13	88
	Cavalier (William Esty)		2	1½	11
	Winston (William Esty)		2	7½	125
5.	American Tobacco Co.	5	3	12	219
	Lucky Strike (B. B. D. & O.)		2	4	105
	Pall Mall (S. S. C. & B.)		3	7	84
	Tareyton (M. H. Hackett Co.)		1	1	30
6.	P. Lorillard Co.	3	3	6	102
	Kent (Young & Rubicam)		2	4	73
	Old Gold (Lennen & Newell)		2	2	29
7.	United States Tobacco Co.	—	3	27½	84
	Encore (Kudner)		3	26½	81
	Sano (Kudner)		1	1	3

RADIO (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds	1	7	190	192
	Camel (William Esty)		4	27	36
	Winston (William Esty)		7	163	156
2.	American Tobacco Co.	—	7	132	123
	Lucky Strike (B. B. D. & O.)		1	6	8
	Pall Mall (S. S. C. & B.)		6	79	79
	Tareyton (M. H. Hackett Co.)		6	47	36
3.	Liggett & Myers	2	4	94½	110
	Chesterfield (Cunningham & Walsh)		2	10½	22
	L & M (Dancer-Fitzgerald-Sample)		4	84	88
4.	Philip Morris & Co.	(P)	5	42½	61
	Marlboro (Leo Burnett)		5	36	49
	Philip Morris (N. W. Ayer)		1	6½	12
5.	P. Lorillard Co.	1	2	25	40
	Old Gold (Lennen & Newell)		2	25	40
6.	Brown & Williamson	(P)	3	16	25
	Kool (Ted Bates)		2	5	8
	Viceroy (Ted Bates)		3	11	17

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending May 11, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated,** the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

PETRY & CO. TO SPONSOR KASELOW SHOW ON WOR

Across-the-board program featuring 'New York Herald Tribune' writer said to be first regularly-scheduled on advertising field news and first representation firm-sponsored.

IN A DOUBLY unique move, Edward Petry & Co., radio and tv station representation firm, signed last week to sponsor advertising news writer Joseph Kaselow of the *New York Herald Tribune* in an across-the-board advertising commentary on WOR New York.

Officials said that, to their best knowledge, it is the first regularly scheduled radio program of news and commentary dealing with the advertising field and the first program to be sponsored by a representation organization. It will be heard at 7:45-7:50 p.m. Mondays through Fridays, starting today (Mon.), and will be called *Inside Advertising*.

Commercials, at least at the outset, will be essentially institutional announcements stating that the program is presented by the Petry company, representative of leading radio and television stations. They are being prepared by the Petry organization. The business was placed direct, but a promotion campaign in the *Herald Tribune* and *New York World-Telegram & Sun* is being handled by the Petry agency, Wesley Assoc.

Inside Advertising is aimed primarily at advertising people, but will contain enough "feature material" to appeal also to a large segment of the general public, officials reported. They said it will deal with news developments in the advertising field, appraise advertising trends, outline new campaigns, report on new products and major personnel changes. A guest advertising "personality" will be interviewed at least once a week, and spokesmen said facilities have been made available to enable Mr. Kaselow to do remotes from various agencies, clients' offices, and headquarters of major advertising and trade conventions.

Mr. Kaselow, formerly with the now-defunct agency of Cowan & Dengler, has been with the *Herald Tribune* since about 1937 and has been writing its "Advertising Field" column since February 1952.

BADGE

Just released, 39 exciting new episodes of Badge 714

Here's television's greatest syndicated mystery! New honors for BADGE 714 and Jack Webb – from Billboard's 1956 TV Program & Talent Awards: television's *"best half-hour mystery series," "best mystery performer"* and *"best actor among all syndicated programs."*

Viewers continue to vote BADGE 714 television's greatest mystery series, too! As DRAGNET, it is the highest-rated mystery show on network television today.* As BADGE 714, it's tops in market after market regardless of size or program competition (latest available ARB).

BADGE 714, award and audience winner, is your answer to quick sales action. Get all the facts first-hand . . . call NBC Television Films now for first-run syndication availabilities in your markets.

NBC Television Films

Programs for
All Stations –
All Sponsors

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

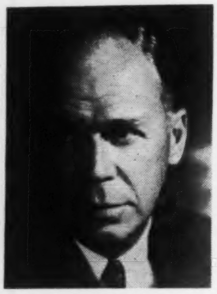
**Average Audience – NTI first report, June 1956*

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto

B&B Agency Increases Duties Of President Robert E. Lusk

IN an initial step to realign top management functions of Benton & Bowles, New York, the agency's board of directors last week added to the duties of President Robert E. Lusk, electing him also chief executive officer, a new agency post.

As the chief executive officer, Mr. Lusk assumes responsibilities heretofore handled by various agency committees, it was explained. The move was necessary because of the growth of the agency and is designed to streamline management functions by releasing B&B top executives for creative and marketing problems of agency clients. It is expected that in time, the committee structure at B&B will be further centralized in the strengthening of executive administration.


MR. LUSK

The election of Mr. Lusk does not affect Atherton W. Hobler, who continues as chairman of the executive committee at B&B, nor the office of William R. Baker Jr., who remains chairman of the board.

Mr. Lusk, with B&B since 1933, has held a number of positions there and has worked on all of the accounts now served by the agency. He became executive vice president in 1950 and later was elected president.

Foremost Changes Agency For International Service

FOREMOST DAIRIES Inc., San Francisco, will transfer its $1.5 million advertising account from Guild, Bascom & Bonfigli, San Francisco, to BBDO, San Francisco, effective Jan. 1, 1957. Of the $1.5 in billings, an estimated $1.2 million is in television, largely for the syndicated *Rosemary Clooney* tv program. A spokesman indicated that the change was not undertaken because of dissatisfaction with GB&B, pointing out that "Foremost has attained all-time record highs of sales and profits during the time GB&B has had the account."

He said that Foremost wanted an agency that could provide servicing overseas that GB&B could not offer. BBDO does not maintain offices outside the U. S., except in Toronto, but does service international accounts with personnel in its branch offices, mainly those in New York and San Francisco.

NBC-TV Sells Out 'Queen'; $400,000 More Daytime Sold

IT'S SRO for advertisers wanting to buy into NBC-TV's *Queen for a Day*, according to George H. Frey, vice president in charge of sales, who last week announced an additional $400,000 worth of daytime business by seven sponsors of that show and other programs.

The final segment of *Queen* was filled by Brown & Williamson Tobacco Corp. (Raleighs) through Russell M. Seeds, Chicago, which bought the Tuesday, 4:15-4:30 p.m. segment for six programs between Oct. 9 and Dec. 18.

Other orders placed with NBC-TV:

General Foods Corp., Perkins Products Div. (Koolshake and Good Seasons salad dressing), White Plains, N. Y., two 26-week segments of *It Could Be You* (starting Oct. 4), through Foote, Cone & Belding, New York. Pharmaco Inc. (Feen-a-Mint laxative chewing gum), Newark, N. J., 26 alternate 15-minute Friday segments of *It Could Be You* and *Comedy Time* (starting Oct. 5), via Doherty, Clifford, Steers & Shenfield, New York.

Bon Ami Co. (Jet Bon Ami cleanser), New York, participations in *Home*, *Today* and *Matinee Theatre* beginning Sept. 12, through Ruthrauff & Ryan, New York.

Brown & Williamson Tobacco Co., Louisville, Ky., in addition to the *Queen* purchase, will buy for Viceroys one *Today* participation Sept. 11, through Ted Bates & Co., New York.

Simplicity Patterns Co., New York, two additional participations on *Today* this Wednesday and on Aug. 22, via Franklin Bruck Adv., New York.

Outboard Marine Mfg. Co. (Evenrude Outboard Motor Div.), Milwaukee, four participations on *Today*, Oct. 3 and 5, through Cramer-Krasselt Co., Milwaukee.

Asco Electronics Co. ("Flea-Gard"), Boston, three participations this month on *Today*, through Jerome O'Leary Adv., Boston.

Slenderella International Fattens Its Radio Budget

SLENDERELLA International, Stamford, Conn., seems to be fattening its advertising budget as fast as it is reducing its clientele's excess poundage. The firm of figure proportioning salons, which recently upped its $1.92 radio budget by $250,000 in its purchase of CBS Radio's *Bing Crosby Show*, *Mitch Miller Show* and the *Galen Drake Show* as well as ABC Radio's *When a Girl Marries* [B•T, July 2], last week signed a 52-week contract with CBS Radio for *The Slenderella Show*.

The program, which premieres Sept. 8, will be heard Saturdays, 10:50-11 a.m. EDT and will feature Galen Drake and Eloise English, Slenderella's executive vice president, in a discussion-interview type program "dealing with day-to-day problems confronting the average husband and wife."

In addition to this 10-minute series, Slenderella also signed for three five-minute segments of *Wendy Warren and the News* (Mon.-Fri., 12 noon-12:15 p.m.) and a quarter-hour program (yet to be announced), bringing this latest Slenderella buy on CBS Radio to $1 million.

Only six years old, Slenderella thus has joined the top 90 broadcast advertisers with a radio budget that now touches $3.5 million. With tv and other media expenses, Slenderella's total 1956-57 advertising budget may reach the $6 million mark. Agency is Management Assoc. of Connecticut, Stamford.

Consolidated Buys Sara Lee, Retains Cunningham & Walsh

CUNNINGHAM & Walsh Inc., will continue to handle the $850,000 advertising account of Kitchens of Sara Lee as a subsidiary of Consolidated Foods Corp., which announced acquisition of the bakery goods producer in Chicago Friday. Radio-tv commands 60% of the budget.

S. M. Kennedy, president of Consolidated Foods, leading national food producer-distributor, and Charles W. Lubin, president of Sara Lee, announced the deal in which about 160,000 shares of Consolidated Foods common stock will be issued. No change in policy of management is contemplated, it was reported, and Mr. Lubin will continue as president and also serve on the board of directors of Consolidated.

Advance Schedule
Of Network Color Shows
(All times EDT)

NBC-TV

Aug. 14 (8-9 p.m.) *The Chevy Show*, Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co.

Aug. 15 (7:30-7:45 p.m.) *J. P. Morgan Show*, sustaining.

Aug. 15 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods, through J. Walter Thompson (also Aug. 29, Sept. 5).

Aug. 18 (8-9 p.m.) *Tony Bennett Show*, participating sponsors (also Aug. 25).

Aug. 23 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Aug. 30, Sept. 6).

Aug. 26 (5-5:30 p.m.) *Zoo Parade*, sustaining (also Sept. 2).

Aug. 27-31 (3-4 p.m.) *Matinee*, participating sponsors (also Sept. 3-7, 10-14).

Sept. 2 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of American through Fuller & Smith & Ross.

[Note: This schedule will be corrected to press time of each issue of B•T]

Clyde Rapp to Supervise Ford's New Car Account

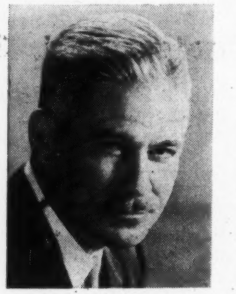
CLYDE E. RAPP, vice president and account supervisor in the Chicago office of Foote, Cone & Belding, will transfer to Detroit as account supervisor on Ford Motor Co.'s Special Products Div. account and associate manager of the agency's new office in that city, it was announced Wednesday.

FC&B plans to open its Detroit office "shortly" to service the Ford Motor Co.'s account for its medium-priced automobile, now in the design and engineering stages, which is expected to be unveiled next year.

Geoghegan Resigns Post At Bryan Houston Agency

W. C. GEOGHEGAN, vice president and director and one of the founders of Bryan Houston, New York, resigned last week. His successor has not yet been named.

Mr. Geoghegan joined Sherman & Marquette in March 1953 and previously had been with Compton Adv., as vice president and account supervisor, with Pepsi-Cola Co. as assistant general sales manager and in charge of company operated franchises, with Lennen & Mitchell as account supervisor, with Gulf Oil as manager of sales and assistant advertising manager and with American Oil Co. as assistant advertising manager.


MR. GEOGHEGAN

His future plans have not been announced.

in san antonio

movies are better buys than ever

June ARB reports

★ AFTERNOON MOVIETIME . . . **16.3 RATING***
MINUTES **LIVE OR FILM** 99¢ PER THOUSAND FAMILIES

★ FAMILY MOVIETIME . . . **12.1 RATING***
MINUTES **LIVE OR FILM** 90¢ PER THOUSAND FAMILIES

and now WOAI-TV proudly announces

the purchase of

WARNER BROTHERS

entire film library for TV

754 first run feature films never before on TV will be shown on Afternoon Movietime and Family Movietime beginning in September.

*Five day average

WOAI-TV
CHANNEL 4
SAN ANTONIO

NBC Primary Affiliate • Nationally Represented by Edward Petry & Company, Inc.

Owner Transferred!

House with Private Swimming Lake For Sale... Westport, Conn.

NEW ENGLAND RANCH, 3 years old. Gracious and spacious living room, stone fireplace. 3 bedrooms, dining room, 2 baths, extra-large 2 car garage. Radiant heat.

PRIVATE LAKE. It's all yours—and just a few steps from your door. Deep enough for swimming and skating.

COMPLETELY LANDSCAPED. Almost an acre of lavish landscaping designed to give you the utmost in outdoor living.

Asking $31,500

Large Mortgage Available

Call Owner, Westport, CApitol 7-3969

146 Tv Stations Raise Rates During First Half of 1956

RATE INCREASES were effected by 146 tv stations in the first six months of 1956 and only four stations reduced rates, according to a summary by Standard Rate & Data Service. On the other hand, more radio stations reduced than increased rates in the period—87 to 156.

The summary shows the increase in tv hourly rates averaged 21.6%, as compared to 20.7% in the same 1955 period. It was shown that 160 stations increased one-minute rates and that six offered a reduction, whereas in the 1955 period 110 increased and four decreased one-minute rates. The 1956 change averaged a 21.6% increase, compared to 25.2% a year ago.

Radio stations showed an overall-rate decrease of 6.7%, on an hourly basis and a decrease of 4% for one-minute rates.

Newspapers effected an 11.4% average increase in the six-month period, the summary showed, with 487 of 1,565 papers revising rates. Only one newspaper reduced rates. The average increase a year ago was 11.2%. In the business publication field, there were 275 increases out of 1,794 publications and only six decreases in rates. The overall change this year was 16.5% compared to 14.9% a year ago. Consumer magazines had 100 rate increases and 11 decreases, averaging 14.1% increase.

Grey Adds Four to Staff

FOUR ADDITIONS have been made to Grey Adv., N. Y., staff, it was announced last week. They are Andrew Karnig, account executive, Young & Rubicam, to similar position; Sonia Yuspeh, formerly study director, Audit & Surveys Co., as project head in Research Dept.; Rosalind Prager, assistant advertising manager and copy chief, soft goods division, R. H. Macy, N. Y., as copywriter, and Milton Schwartz, assistant to director of advertising, NBC, also as copywriter.

'Conflict' Sponsor Signed

CHESEBROUGH-PONDS Inc. (Pond's cosmetics, Vaseline products and Pertussin), New York, through McCann-Erickson and J. Walter Thompson, both New York, will sponsor the Warner Bros.-produced *Conflict* series on alternate Tuesdays (7:30-8:30 p.m.) next season on ABC-TV. Both *Conflict* and *Cheyenne,* former weekly segments of *Warner Bros. Presents,* will become separate shows, and the title *Warner Bros. Presents* will be dropped. General Electric Co.'s lamp and houseware-radio-tv divisions, through BBDO and Young & Rubicam, both New York, already had been announced as sponsor of *Cheyenne* next season.

AGENCY APPOINTMENTS

Armstrong Rubber Co., Foam Rubber Div., West Haven, Conn., has been added to tire division account handled by Lennen & Newell, N. Y. Armstrong account, billing total of $800,000, was formerly handled by Biow Co., now defunct.

Eastern Co. (distributor of RCA Victor-Whirlpool products), Cambridge, Mass., appoints Kenyon & Eckhardt, Boston.

A. S. Harrison Co. (Preen waxes), South Norwalk, Conn., appoints Charles W. Hoyt Co., N. Y. Harrison has total billing of $175,000 and was formerly serviced by Samuel Groot Agency, N. Y.

Spot Goes Pop

STILL wonder where the yellow went? According to Lever Bros. officials, Pepsodent's jingle will shortly be heard in non-commercial version on Decca records. The commercial, written by Don Williams of Pepsodent's agency, Foote, Cone & Belding, Chicago, has been set to new lyrics by the original author and will be sung by the Jumpin' Jacks, Chicago vocal trio. Copies of the record will be sent to nation's disc jockeys, who helped make a "hit" out of commercial.

A&A PEOPLE

Bob Singer, account executive, Olian & Bronner Inc., Chicago, elected vice president.

Louis T. Hagopian, eastern new car sales manager, Dodge Div. of Chrysler Corp., named director of advertising and sales promotion for Plymouth Div., Detroit.

Chester A. Gile, former head of Minneapolis agency bearing his name, to Mobberley & Assoc., Washington agency.

MR. GILE

B. H. Melton promoted from sales manager of refrigerator division to national sales manager of appliance division at Admiral Corp., Chicago.

Philip M. Barns, formerly with Young & Rubicam, N. Y., to Colgate-Palmolive Co., N. Y., as assistant director of television & radio.

Louis W. Corrigan, formerly with advertising staff, *Atlanta Journal-Constitution,* to account executive, Kenyon & Eckhardt, Atlanta. **Santiago Rivera,** radio-tv copywriter, Young & Rubicam, Mexico City, to copy director, Kenyon & Eckhardt de Mexico S.A., Mexico City.

John L. Gardner, director of advertising and merchandising, General Baking Co., to K&E, N. Y., in promotion department.

William I. Tracy Jr., account executive, BBDO, N. Y., for past five years, to McCann-Erickson, N. Y., as executive on Standard Oil Co. (N. J.) account.

WHLS

MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD

. . . WHLS is responsible for more newsworthy stories featured by U.P. than any other station in the country.

4 FULL TIME NEWSMEN

Port Huron's community station

Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

you don't just *LEAP..*

Unlike this gentleman, we consider it foolhardy to plunge into anything without first having all the facts in hand.

When we make sales calls, intelligent advance preparation stands behind them. It's a ruling premise of successful representation for successful television stations.

Knowledge of advertisers' problems and station background is not only important, but necessary to the salesman eager for and interested in getting the most for the stations he represents.

All this — plus hard work and conscientious effort for a *limited* group of stations — add up to an outstanding calibre of performance. What it means in profitable results is, we think, worthy of examination by others.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B Albany WAAM Baltimore WBEN-TV Buffalo WJRT Flint
WFMY-TV Greensboro/Winston-Salem WTPA Harrisburg
WDAF-TV Kansas City WHAS-TV Louisville WTMJ-TV Milwaukee
WMTW Mt. Washington WRVA-TV Richmond WSYR-TV Syracuse

TV ADVERTISERS:

You are not covering South Bend-Indiana's 2nd market-unless you are using WSBT-TV!

Please don't take our word for it. Check the viewer reports on the South Bend Market—either A. R. B. or Pulse. They all show that WSBT-TV completely dominates the South Bend market. The latest A.R.B. report (February,1956) tells the same story. It shows that WSBT-TV carries the top 13 shows and 23 of the top 25! It also reveals that more viewers watch WSBT-TV during the prime daily viewing hours of 6:30 p.m. to 10:30 p.m. than watch all other stations combined!

Chicago stations are included in the A.R.B. report. They reach only a handful of viewers. It all boils down to the fact that you just don't get television coverage in South Bend, Indiana without WSBT-TV!

This is Indiana's 2nd market in population, income, sales—and one of the Nation's richest. Get the whole story. Write for free market data book.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV

SOUTH BEND, IND.

CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

L. C. Barlow, senior partner and vice president, Brooke, Smith, French & Dorrance, N. Y., named director of media and marketing for N. Y. division.

Anthony Rizzo, formerly of Biow Co., N. Y., to Ogilvy, Benson & Mather, N. Y., as television production manager. He succeeds **James Gross,** resigned to accept another position.

Doris Gravert, formerly with Biow Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as casting director.

Alfred L. Hopin, formerly in production department, Al Paul Lefton, to A. D. Adams Adv., N. Y., as creative director.

Raymond A. Johnson promoted from merchandising post to sales promotion manager of Norge Div., Borg-Warner Corp., Chicago. He will be responsible for developing national and local promotions for Norge appliance distributors and dealers.

Irwin L. Mandel, former writer for WTTV (TV) Bloomington, Ind., to Allstate Insurance Co., Skokie, Ill., as copywriter.

Byron Maddox, agricultural advertising specialist, to Bozell & Jacobs Inc., Omaha agency.

Duane A. Gordon, art director, N. Y. Ayer & Son Inc., Phila., to Erwin, Wasey & Co., L. A.

Robert P. Rayce, market research manager, L. A. office of Dun & Bradstreet, to Erwin, Wasey as assistant market research director.

L. Sprague de Camp, free-lance science and science fiction writer, to public relations staff of Gray & Rogers, Phila.

Venable (Van) Herndon, senior copywriter, L. Bamberger & Co. (department store), Newark, to Hicks & Greist, N. Y., copy staff. **Leonard Bittner,** formerly copywriter with Kenyon & Eckhardt, N. Y., on RCA, Mennen and Welch grape juice accounts, to H&G as copywriter. **Arthur Cerf Mayer,** copywriter, Norman, Craig & Kummel, N. Y., to H&G in similar capacity.

Onofrio Avitabile, recent graduate, College of City of New York, and **Maurice F. Doyle Jr.,** formerly with Eastern Racing Assn., to radio-tv traffic department, N. W. Ayer & Son, N. Y.

Lee Teeman appointed art director at John W. Shaw Adv. Inc., Chicago.

Richard Zayac, formerly with New Center Studios, Detroit, to art department, MacManus, John & Adams, Bloomfield Hills Mich., to work on promotional material for Pontiac.

Mildred W. Makover, formerly account executive, Henry J. Kaufman Advertising, Washington, D. C., and editor of *Go Magazine*, Baltimore, Md., to copy department, C. J. LaRoche & Co., N. Y. **Patricia Van Kirk,** Grey Adv., N. Y., to LaRoche as member of research department.

Julia T. Lucas, Product Services, N. Y., timebuyer, resigned from agency to take freelance assignment abroad.

Cal Kuhl, producer, *Lux Video Theatre* (NBC-TV Thurs. 10 p.m. EDT), J. Walter Thompson Co., Hollywood, named by agency executive producer of *Tennessee Ernie Show* to be sponsored by Ford Motor Co. on NBC-TV in fall. **Earl Ebi** *Lux Video Theatre* director, appointed associate producer of show.

Norman Cohen, comptroller and executive assistant to president of Emil Mogul Co., N. Y., father of girl, Heidi, July 18.

The Loyalty of Friendship..

Friendship, in our South, finds its roots in steadfast loyalty. But friendship of this nature is not lightly given—it must first be earned.

This tenet is sharply defined in the wealth of friends gained by WRVA Radio over the past 31 years. Through continued participation in community affairs . . by the highest standards of entertainment and service . . with a tradition of responsible, competent and experienced management—WRVA Radio has won (and held) the firm devotion of Richmond families.

Now comes WRVA-TV—endowed with this rich inheritance from WRVA Radio—and steadily winning the allegiance of Richmond's television viewers. They expect from WRVA-TV the finest that proven skill and imaginative minds can produce. They are not disappointed.

Mindful of such responsibility, Richmond's newest television station has moved inevitably to the position of leadership by earning the special loyalty that Southerners give only to those who earn it. Truly, WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV

Richmond, Va.
CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

ANNUAL REGIONAL MEETINGS BY NARTB AGAIN TO FOLLOW STREAMLINED PATTERN

First of eight area sessions, in which key staff executives will take part, to be at Minneapolis Sept. 17-18. FCC Comr. T. A. M. Craven to make first industry appearance in his new role.

NARTB will open its annual schedule of regional meetings Sept. 17, with key staff executives taking part in eight area sessions scheduled in two two-week clusters.

Comr. T. A. M. Craven, who returned to the FCC last July, will make his first industry appearance in his new role at the first meeting, to be held Sept. 17-18 at Minneapolis. Chmn. George C. McConnaughey or one of the six commissioners will take part in all meetings, under present plans, with the assignments being rotated. They will speak at banquets scheduled the opening night.

This year's meetings will last two days, a condensing of the three-day format followed last year when the 17-meeting schedule was compressed into eight regional sessions. The shorter agenda is based on polls taken last autumn, the membership having showed a decided preference for the streamlined routine as well as the regional idea.

NARTB President Harold E. Fellows will head a large headquarters group. The travel schedule is much lighter and time away from the Washington office has been cut to a minimum. The touring group will spend only 3½ weeks on the road, since one of the meetings will be held in Washington. Meeting sites have been arranged to keep down total mileage.

While programming plans have not been completed, the lineup calls for a radio agenda on the morning of the first day. President Fellows will address the opening luncheon. In the afternoon radio delegates will split into small and large market groups for "bull sessions." Simultaneously, tv delegates will hold their own sessions.

Strong sentiment for the informal type of discussion was voiced in membership polls. Headquarters officers will take part in these discussions.

The second morning will be confined to television topics. Luncheon arrangements are being made by NARTB board members located in each region. The final afternoon program is labeled "association session." It will include topics of general interest and adoption of resolutions.

Emphasis will be given Tv Code enforcement this year. Edward H. Bronson, code director, and Charles S. Cady, assistant director, will conduct code sessions along with a member of the Tv Code Board.

Television Bureau of Advertising will provide a tv sales clinic the opening afternoon. Radio Advertising Bureau will not take part in the regional meetings, since it has chosen to conduct its own series of clinics.

The radio and tv activities will be directed by John F. Meagher, radio vice president, and Thad H. Brown Jr., tv vice president. Other staff specialists taking part will be Vincent Wasilewski, government relations manager; Joseph M. Sitrick, publicity-information manager, and Jack L. Barton, station relations manager or a member of his staff. William L. Walker, assistant treasurer, will be convention manager at the meetings.

Last year all staff executives were given a chance to take part in at least one regional meeting. This problem will be simplified in the upcoming series because one of the sessions will be held in Washington.

Decision to follow the regional plan a second year was made by the NARTB board after it was shown that total attendance ran 27% above 1954 when 17 district meetings were held. In all, 1,269 broadcasters were registered compared to 996 in 1954. Associate member participation averaged 45 at the meetings compared to 36 in 1954.

Two program features that will command interest are the operating cost and labor relations discussions by Mr. Tower and the legislative review by Mr. Wasilewski. Legislative problems have been severe this year, even continuing through the summer (see investigation story, page 35). Mr. Tower's department is completing its annual study of station payrolls and operating expenses.

The regional meeting schedule follows:

Region	Days	Dates	City	Hotel
5	Mon.-Tues.	Sept. 17-18	Minneapolis	Nicollet
7	Thurs.-Fri.	Sept. 20-21	Salt Lake City	Utah
8	Mon.-Tues.	Sept. 24-25	San Francisco	St. Francis
6	Thurs.-Fri.	Sept. 27-28	Oklahoma City	Oklahoma Biltmore
2	Thurs.-Fri.	Oct. 11-12	Washington, D. C.	Shoreham
1	Mon.-Tues.	Oct. 15-16	Boston	Somerset
4	Thurs.-Fri.	Oct. 18-19	Indianapolis	Sheraton Lincoln
3	Thurs.-Fri.	Oct. 25-26	Birmingham, Ala.	Dinkler-Tutwiler

now
we are
two!
Wcue and Wice

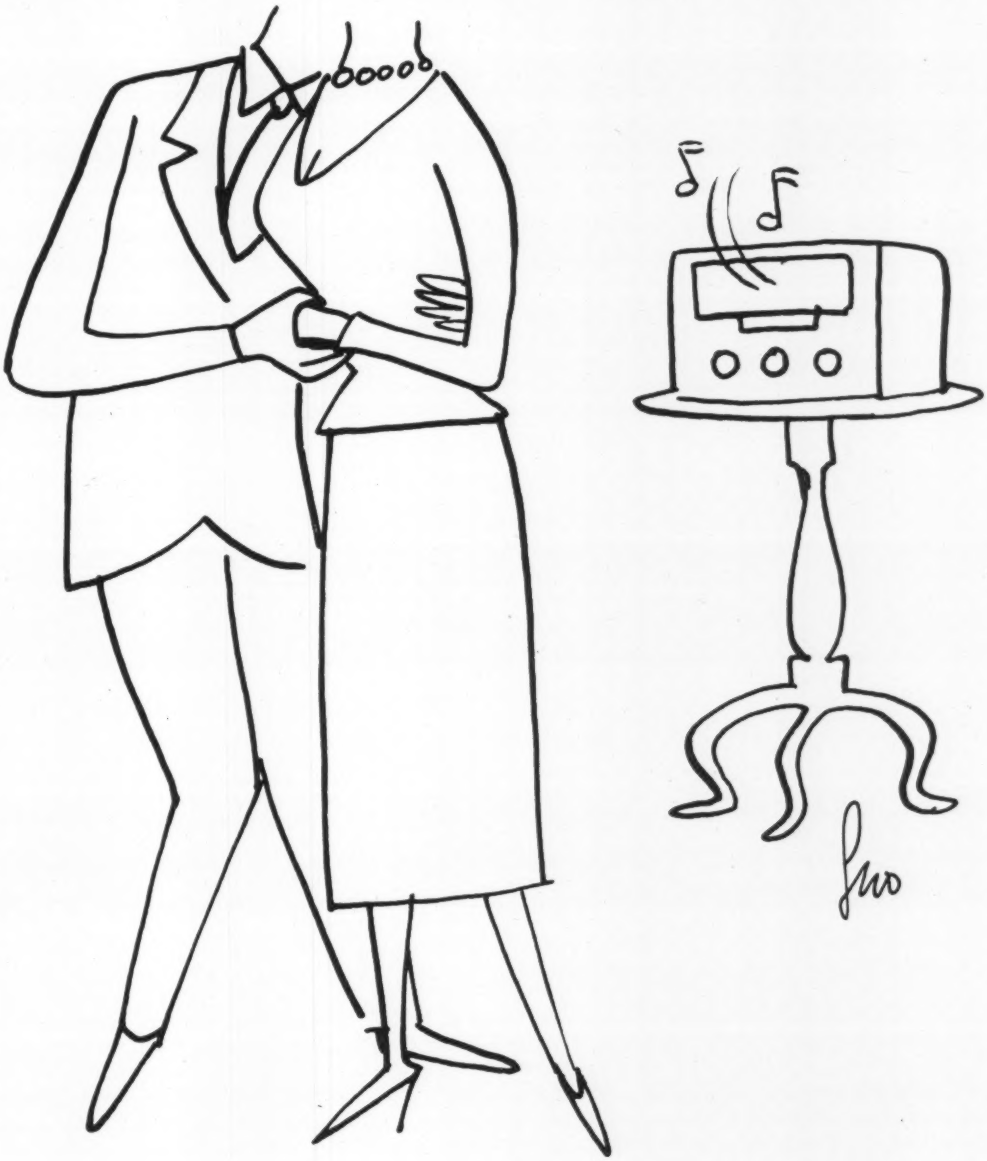
We're proud as Roger Williams . . .
crowing like a Rhode Island Red, because
now we are two. And you, you're "right
on cue" whether it's in Akron, Ohio or
Providence, Rhode Island. You're right with
our music and our news. You're right with
our solid policy of local programming, local
service and warm interest in each
community — Tiretown, U. S. A., and rich,
little Rhody's capitol city.

Wcue
1150
ON YOUR RADIO
AKRON, OHIO
NATIONAL REP. - JOHN E. PEARSON CO.

TIM ELLIOT, PRESIDENT

Wice
1290 ON YOUR RADIO
PROVIDENCE, RHODE ISLAND
NATIONAL REP. -
JOHN E. PEARSON CO.

Folks lose their heads over WWDC!



"1st on week ends, 2nd on week days in Washington, D.C."— May-June Pulse

WWDC Radio

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

TVB, NEWSPAPER REPRESENTATIVE SWAP BLOWS ON TVB'S USE OF STARCH DATA

Head of Moloney, Regan & Schmitt accuses TvB of twisting statistics. Treyz, of TvB, repeats charge that newspaper circulation has not kept pace with growth of population and that newspaper costs per thousand have shown an increase of 20% since 1950.

TELEVISION Bureau of Advertising was engaged last week in a running battle with "the newspaper industry" over TvB's presentation a few weeks ago showing that local ads in the *Denver Post* are reaching fewer women per dollar than they used to [B•T, July 23].

Herbert Moloney, president of Moloney, Regan & Schmitt, newspaper representation firm whose clients include the *Denver Post*, issued a statement Thursday challenging TvB's claims as being "woefully ignorant" or "willfully trying to mislead." Mr. Moloney stressed that he was speaking "on behalf of the newspaper industry," not any single newspaper or group of papers.

Mr. Treyz promptly replied by releasing charts shown in TvB's Denver presentation—and by publicly inviting Mr. Moloney to witness a repeat performance of the Denver showing.

Mr. Moloney said his statement was based on a TvB news release on the Denver presentation, in which Mr. Treyz said "newspapers are suffering a quantitative slump—not just in circulation but, more important, in readership." The TvB claims were based on data prepared by Daniel Starch & Staff.

Mr. Moloney said:

"Here are the facts:

"1. Circulations of U. S. daily newspapers are at their highest in history, 56,147,000.

"2. While U. S. adult population has grown 19% since 1940, daily U. S. newspaper circulations have increased 37%—almost twice as fast.

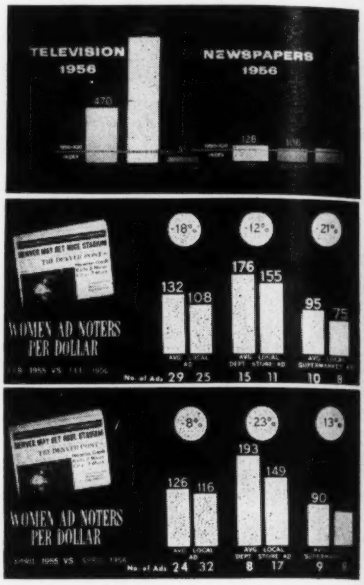
"3. The averages Mr. Treyz has compiled from Starch figures cannot correctly be compared, one study with another. Therefore, Mr. Treyz is wrong in his use of these Starch figures, which fact every good research man knows, and his claimed results are indicative of nothing.

"4. Although Mr. Treyz stated that he used '*all* the available information on the subject,' he did not do so.

"5. When *all* of the *Denver Post* figures are studied, there is a complete absence of pattern and, if one wishes to engage in statistical gymnastics, it is possible to put together a story highly contradictory to Mr. Treyz'—with readership increases as high as 100%—depending entirely on which figures are selected.

"We challenge the television industry, through its Television Bureau of Advertising Inc., or any other agency, to submit Mr. Treyz' press release and this statement to the technical committee of the Advertising Research Foundation for validation."

DATA IN DISPUTE



Mr. Treyz replied:

"Mr. Moloney's attack is based on what TvB said in delivering a wide-screen presentation before advertiser and agency executives in the West, particularly the one delivered in Denver on July 17. Rather than involving ourselves in a 'he said, we said' argument, we are submitting the three visual exhibits, referring to

channel 47
Station Viewed Most Before 6 p.m.
★ ★ ★
Station Viewed Most After 6 p.m.

San Joaquin Valley TV Families . . . DO WHAT COMES NATURALLY

Tune to UHF TV Stations!

100% of the Homes in this, the World's Richest Farm Market can receive...

...KJEO TV channel 47

4600 ft. above sea level 175,000 TV Homes

ARB Area Report Released in February

O'NEILL BROADCASTING COMPANY
P.O. Box 1708. Represented Nationally by the Branham Co. Fresno, Calif.

Just like downtown

Colossal!

It's "Boston Movietime," a bright new programming concept, scheduled daily, 4:45-6:30 PM, over WBZ-TV, reaching Mom, Dad *and* the kids. All of 'em.

Mainstay will be WBZ-TV's new Warner Brothers package of features, like "Sergeant York," "Life of Emile Zola," "Adventures of Robin Hood," "Johnny Belinda." With stars like Gary Cooper, Bette Davis, Errol Flynn, Jane Wyman, Paul Muni. Big deal. First time on TV, too.

"Boston Movietime" will start off with those utterly incomparable cartoons, build through Selected Short Subjects (*just* like downtown) to the big WBC pictures.

Promotion? Naturally. Newspapers, car cards, cab covers, contests, on-the-air spots, the works. All of which means more families in a happy movie party mood, settled and set to stop, look and buy.

Bring your own popcorn. We'll bring the folks. And Herb Massé, WBZ-TV Sales Manager, he's at the participation box office: Algonquin 4-5670, Boston. Oh yes, A. W. "Bink" Dannenbaum, WBC VP-Sales, is operating the New York ticket window at Murray Hill 7-0808. Get 'em while they're hot.

In Boston, no selling campaign is complete without the WBC station . . . **WBZ 4 TV**

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Support The Ad Council Campaigns!

newspapers, used in the Denver presentation and which Mr. Moloney says indicate that TvB is 'ignorant' or 'trying to mislead.' Mr. Moloney's attack against our statement referring to newspapers can be validated only by his criticisms of the data on these exhibits.

Invitation Extended

"In reply to Mr. Moloney's challenge that 'we submit our presentation to the technical committee of the Advertising Research Foundation for a validation, we will be happy to re-do our Denver presentation before all or any part of the ARF. Also, we cordially invite Mr. Moloney to attend a re-do of our Denver presentation in Philadelphia in the grand ballroom of the Bellevue-Stratford Hotel at 9:30 a.m., Sept. 11, and in other key advertising centers where the presentation will be shown this fall. It has been our practice to invite key newspaper executives, such as Mr. Moloney, to our presentations. Newspaper executives were among our guests in Denver as were representatives of the ANPA Bureau of Advertising at our presentation in New York.

"This presentation, as in Denver, will show the following facts:

"(1) Newspaper circulation, since the advent of television (using 1950 as the bench mark year) has not grown apace with population. Newspaper circulation is up 6%. Population is up 10%; U. S. families are up 11.5%.

"(2) Newspaper advertising costs are up 28%.

"(3) Newspaper costs per thousand is up 20%.

"During the same period of time, television costs have increased less than five fold, the television audience has increased over ten fold and television cost per thousand is down by 55%."

Regarding TvB's knowledge of research, TvB sources pointed put that George Huntington, TvB sales development director who got the Starch material which is involved in the controversy, is himself a former member of the Starch staff and also subsequently was in media research with Benton & Bowles, head of media research for Kenyon & Eckhardt, and head of media research for Dancer-Fitzgerald-Sample; that Mr. Treyz formerly was in research at Sullivan, Stauffer, Colwell & Bayles and also at ABC; that Gene Accas, operations director, served in research at Foote, Cone & Belding; that Dr. Leon Arons, research director, was vice president in charge of research for William H. Weintraub agency, and that Harvey Spiegel, assistant director of research, was research director for Norman, Craig & Kummel.

In the Land of the Braves

WISN RADIO

MILWAUKEE'S FIRST STATION . . . PRESENTS

SPORTS that SELL

Bob Forte

WISN SPORTS DIRECTOR

DAILY

4:00, 5:00, 6:00 P. M.

- **Former All-American**
- **Outstanding Green Bay Packers Star**
- **Highly-regarded Sports Authority**
- **Favorite Wisconsin Radio Personality**

Sports is a pretty basic radio commodity. So basic, it is frequently relegated to routine handling. The inevitable result is routine acceptance. In sports-mad Milwaukee, routine sports shows are a dime a dozen. It takes something outstanding to capture the fancy of the fans. Bob Forte does it like no other sportscaster. Truly one of Wisconsin's great athletes and sports personalities, his word on sports is gospel, his endorsement of products sure-fire. Forte's sports sell. Let them do it for you!

1150

BASIC ABC WISN Milwaukee AFFILIATE

Represented by

Edward Petry & Co., Inc.

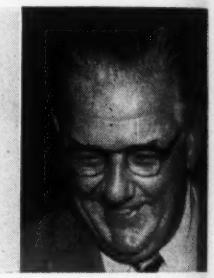
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Carter, Krueger Will Head NARTB Convention Planning

CO-CHAIRMEN of the 1957 NARTB convention committee will be Kenneth L. Carter, WAAM (TV) Baltimore, and Herbert L. Krueger, WTAG Worcester, Mass., NARTB President Harold E. Fellows announced Tuesday. They are vice chairmen of the tv board and radio board, respectively. The convention will be held April 7-11 at the Conrad Hilton Hotel, Chicago.

Other members of the convention committee, which will meet in Washington Sept. 6, are Campbell Arnoux, WTAR-TV Norfolk, Va., and E. K. Hartenbower, KCMO Kansas City, 1956 convention co-chairmen; Ward Ingrim, KHJ Los Angeles; Gaines Kelley, WFMY-TV Greensboro, N. C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ward L. Quaal, WGN-TV Chicago; W. D. Rogers, KDUB-TV Lubbock, Tex.; Harold P. See, KRON-TV San Francisco; F. C. Sowell, WLAC Nashville, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

MR. KRUEGER



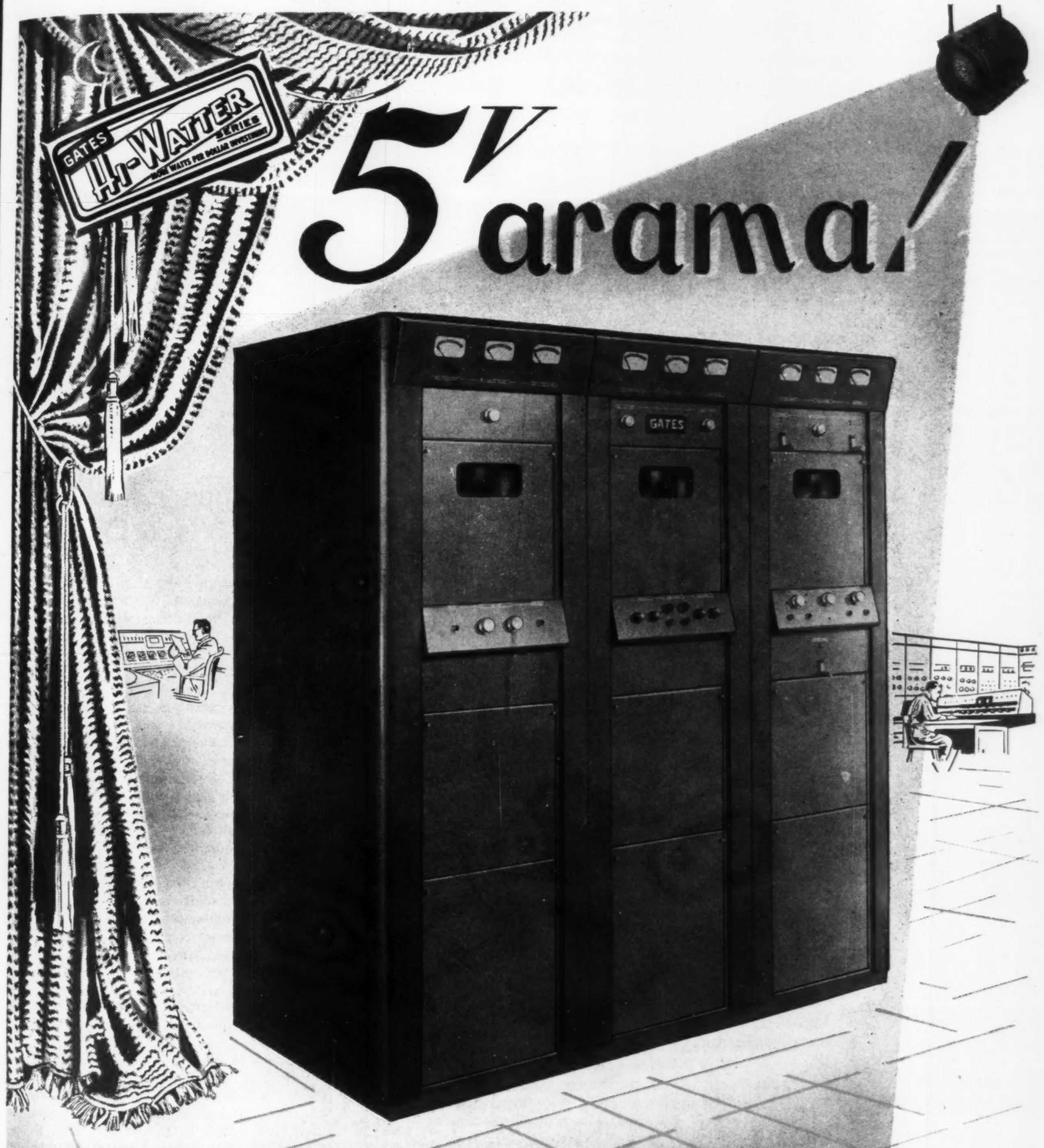
MR. CARTER

Clayton Named 'Quill' Editor

CHARLES C. CLAYTON, a veteran of more than 30 years in active newspaper work and currently visiting professor of journalism at Southern Illinois University, Carbondale, Ill., has been named editor of *The Quill*, a magazine for members of the communications industry published monthly by Sigma Delta Chi professional journalistic fraternity.

Mr. Clayton, who was national president of Sigma Delta Chi in 1951-52, succeeds Carl R. Kesler, who served as editor from 1944 until his death on July 2.

Sol Taishoff, B•T editor-publisher and Sigma Delta Chi national vice president in charge of professional chapter affairs, has succeeded Mr. Clayton as a member of the fraternity's publication board.


GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
5V arama!
GATES

Ultra linear audio, automatic recycling, individual cooling of each of three cubicles for lower operating temperature, much lower spurious radiation, lowest tube set cost, lowest power consumption and lowest initial cost. — This is "5ᵛ arama", broadcasting's entirely new 5KW transmitter, setting sales records. —

A Gates sales engineer would enjoy telling you the BC-5P story and an attractive brochure is yours too, just for the asking.

GATES

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA

ANNUAL REPORT RELEASED BY ADVERTISING COUNCIL

Non-profit, non-partisan organization estimates that $125 million in space and time was contributed during fiscal year to national welfare projects.

AN ESTIMATED $125 million worth of space and time was contributed in the fiscal year ended Feb. 29 to national welfare projects conducted by The Advertising Council, according to the annual report of the non-profit, non-partisan business organization released Friday in New York.

In summarizing broadcast activity on behalf of council projects, the report noted that last year regular weekly radio support was given to 19 "top-priority" campaigns. Broadcasters and advertisers contributed support also to 39 other causes. Circulation through sponsored network programs alone was 2 billion home impressions. This does not include broad coverage donated by regional radio advertisers, by the four radio networks and by all U. S. stations, the council pointed out.

Aid by NARTB and volunteer advertising agencies "in making radio an extremely powerful and effective tool for delivering council messages" was applauded.

At the same time, the council emphasized that national tv circulation given to campaigns by sponsored network shows alone increased 40% last year over the previous year, 100% over 1953 and 200% over 1952.

The report said a total of 6 billion home impressions was recorded by tv for the 19 major campaigns and 32 other projects; volunteer advertising agencies prepared complete kits of tv films and other materials on 14 campaigns and that more filmed programs and multiple-sponsored programs "devoted time and talent to these projects." The additional time, talent and station lineups appreciably increased circulation for the welfare campaigns, the council reported.

The past fiscal year was the biggest peacetime year for the council with the volume of donated advertising in support of projects also at an all-time high. During the year, 19 public interest campaigns were major ones for the council with three new programs accepted: register and vote, religious overseas aid and armed forces manpower. Another 106 requests for advertising help were received during the year from government agencies and private organizations, with half of these (53) helped by being listed in the council's bi-monthly "Radio-Tv Bulletin." The bulletin is designed to help advertisers, networks and stations determine what public service causes they wish to support.

Among the major projects are ACTION (slum clearance), schools, Civil Defense, Crusade for Freedom, forest fire prevention, Ground Observer Corps, Red Cross, religion, traffic safety, U. S. Savings Bonds and United Community campaigns.

Radio Adv. Bureau Recounts Pepsodent's Jingle Success

HOW radio proved the best to brighten the smiles of Lever Bros. sales executives by boosting Pepsodent sales like never before is being retold by Radio Advertising Bureau. RAB notes that use of the toothpaste jumped 10% in just four weeks among the people reached by Pepsodent's radio jingle campaign.

The gist of the RAB recap of Lever Bros.' phenomenally successful radio campaign for its Pepsodent toothpaste (the jingle "You'll Wonder Where The Yellow Went . . ."): If there are any people around who still don't know where the yellow went, it's their own fault, they haven't been listening to the radio.

According to RAB, which commissioned Advertest to conduct a home interview survey shortly after the Pepsodent campaign premiered on radio this past winter, well over two-thirds of the 4,605 sample who could correctly identify the jingle said they heard it on radio. Forty-three percent of the sample actually could "play back" the message to the interviewers. Also interviewed were 205 drug store owners and managers.

RAB is using the results of the Advertest study in a special booklet, *How The Yellow Went*, that has been sent to members.

Film Alliance Adopts NARTB Video Code

NARTB's Tv Code has been adopted as a by-law by Alliance of Television Film Producers, with alliance members permitted to show an ATFP seal on their films. In announcing the action, Maurice Morton of McCadden Corp., ATFP chairman, made no mention of the NARTB Tv Board's June 20 action providing for film affiliate subscribers [B•T, June 26].

Mr. Morton said the alliance, in adopting "the long-established and highly respected NARTB code," was predicating its action on a desire "to preserve uniformity of codes throughout the industry." The group said it desires to avoid confusion that could result from "multi-codes" and it seeks "most effective policing of tv film productions."

Alliance members, it was added, "realize that the NARTB Tv Code is based upon the principle of self-regulation, and alliance members agree that they shall each, individually, be responsible for maintaining the highest possible ethical and moral standards in their films."

The alliance by-law specifies that it maintain a permanent committee to consider alleged violation by members, with a two-thirds alliance vote required for disciplinary action, such as removal of the ATFP seal or expulsion from membership.

Members of the alliance ethics committee are Mr. Morton, chairman; Hal Roach Jr., Hal Roach Studios and ATFP president; Armand Schaeffer, Flying A Productions; Maurice Unger, Ziv Productions; Jack Findlater, Revue Productions; Sam Saks, Wm. Morris Agency, and Richard St. Johns, of O'Melveny & Myers, counsel. The alliance claims to represent 75% of independent film producers and distributors.

Hayes Heads ARF Committee

ARTHUR HULL HAYES, CBS Radio president, has been appointed chairman of the programming committee for the 1956 Advertising Research Foundation's conference, to be held in New York Nov. 29.

Purpose of the conference—second of its kind—is to keep ARF members informed of the foundation's work to date and to aid in improving advertising procedures by making public new impartial research methods.

An ARF spokesman said last week that detailed plans concerning topics, speakers and banquet arrangements will be announced "within two weeks."

Ride with the

WINNER!

"Local Boy Makes Good"! That's the story of Andy Roberts, singing star on his own local show on WTAR-TV, formerly with such big names as Jimmy Dorsey, Gene Krupa and Sauter Finegan. And just recently three-time winner on Dennis James' "Chance of a Life Time".

Andy took the $3,000 but passed up the engagement in Las Vegas (at $1,000 a week) to come home to Norfolk and continue making his big audience and his advertisers happy. Won't you join them?

Andy Roberts is on 12:05-12:30 P. M. (Mon.-Fri.)
Available for "Class C" participations
Write or call your Petry man or WTAR-TV, Norfolk

CBS

WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

"A PACKED HOUSE EVERY PERFORMANCE"

"Damn Yankees", starring Gwen Verdon, Stephen Douglas, Ray Walston

A LOOK AT THE BOX-OFFICE *

	National	WICU
PERRY COMO	36.3	**52.6**
EDDIE FISHER	9.0	**44.3**
DINAH SHORE	9.6	**43.5**
GROUCHO MARX	35.4	**55.3**
LORETTA YOUNG	25.0	**54.0**
GEORGE GOBEL	28.7	**56.0**
DRAGNET	39.0	**54.0**
FIRESIDE THEATRE	25.3	**54.5**
BIG STORY	24.7	**55.8**
PLAYHOUSE OF STARS	23.4	**57.5**

* Telepulse February, 1956

When WICU station people aren't busy "packing them in", they're just as occupied "picking them up" — awards that is!

Repeated NBC, ABC and CBS citations have deluged the nation's outstanding promotion-minded station with a total of 36 national awards.

Aggressive showmanship has stacked WICU's trophy shelf knee-deep in booty, much to the delight of General Mills, P&G, Chrysler, American Dairy Assoc., DuPont, etc.

Even the ratings are aggressive!

A recent view of the WICU box-office offers documented proof why clients can tilt back in plush easy chairs and relax. An agile index finger can quickly verify the score. Percentages consistently tally to good advantage — favor of WICU — and you.

WICU specializes in contented clients. You can join them easily enough: just call Petry or Ben McLaughlin, General Manager and name your trophy.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Detroit • San Francisco • St. Louis • Los Angeles

ABC PROPOSAL TERMED 'REPETITIOUS'

Protestants to network's request for lowered mileage tables and revised table of allocations say it is not in line with comments requested by Commission in the latter's rule-making proceedings.

STRONG OPPOSITIONS to the ABC proposal filed last month [B•T, July 30] for lowered mileage separations and a revised table of allocations in the first 200 markets—in behalf of equalizing tv facilities—were submitted to the FCC last Monday, the last day in which such oppositions could be filed [CLOSED CIRCUIT, Aug. 6].

Also filed last week was a memorandum to the FCC from the Assn. of Federal Communications Consulting Engineers calling attention to inconsistencies and anomalies in the FCC's June 25 report and order on allocations.

Generally, the oppositions held that ABC's petition should be dismissed since it was "repetitious" and not in line with the comments requested by the FCC in its rule-making proposals last June [B•T, July 2]. These called for comments by Oct. 1 regarding the Commission's discussion of a possible move of tv to the uhf band in the entire country or in a major section of the country. The oppositions also took issue with ABC's suggestion that co-channel mileage separations be reduced.

Those filing as opponents of the ABC petition were WGAL-TV Lancaster, Pa.; KHQ-TV Spokane, Wash.; WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WSM-TV Nashville, Tenn.; WDAF-TV Kansas City, Mo.; WPIX (TV) New York; WGN-TV Chicago, and WTVR (TV) Richmond, Va. Also filed (by the Washington law firm, Dow, Lohnes & Albertson) was a request that the deadline for oppositions be extended to Sept. 10.

AFCCE communications chided the Commission for what it termed "over-simplification of important engineering matters." It called attention to the need for clarification of certain technical details included in Appendix A of the Commission's June 25 order. It said it had asked for, but had been refused certain technical data necessary to compute propagation curves. It declared that varying information could be adduced from the same set of facts because the FCC said it would establish offset standards in the final report and order. It also said it believed that there is a new and additional Grade B contour signal value carried in the latest report and believed to be based on new propagation data. This is inconsistent with factors established in the Sixth Report, AFCCE said.

A return to the former procedure whereby an informal engineering conference was held before the issuance of proposed rule-making in general allocations proceedings was requested by the engineering organization.

WWL-TV New Orleans, ch. 4 grantee, asked the Commission for leave to "show cause" why the FCC's condition on the grant prohibiting construction is illegal. The New Orleans grant was made last month [B•T, July 16]. Loyola U., WWL-TV licensee, charged that the hearing for New Orleans ch. 4 was for that vhf frequency alone and not for any other. The Commission found WWL qualified for ch. 4, Loyola said, and the grant cannot be modified without a full hearing. If this appeal is granted, WWL said, it will show that uhf coverage is much less than the channel applied for—which in essence, means a denial of the application. It also alleged that the proposed change (FCC proposes to move ch. 4 to Mobile, Ala., and it is presumed a uhf channel would be given WWL-TV [B•T, July 2] and this would confer an "unlawful" monopoly on ch. 6 WDSU-TV New Orleans.

Also filed last week was a petition for reconsideration by the *Vineyard Gazette*, Martha's Vineyard, Mass., against the FCC's allocation of ch. 6 to Nashaquitsa, Mass. [B•T, July 9]. Filed by the newspaper's publishers, Henry and Elizabeth Hough, the document held that the Commission had created a "phantom" city for the Commonwealth of Massachusetts, charging that there was no municipality of Nashaquitsa. It also opposed the erection of a television station because it would "impair the beauty and aerial surroundings" of the vacation island, would be an obstruction to aviation and shipping (the tv tower might be mistaken for the Gay Head promontory) and would "lessen the appeal of the Island to those who love the life" of Martha's Vineyard. Also opposing was WICC-TV Bridgeport, Conn.

Allocation of ch. 6 to the off-shore island was requested by E. Anthony & Son Inc. (WNBH-AM-FM New Bedford and WOCB-AM-FM West Yarmouth, both Mass.).

Other filings on allocation matters:

- Oppositions to the proposed move of ch. 8 from Peoria, Ill., to Rock Island-Moline area

BEST BUY
in
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79
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MARKET

Ask the BRANHAM BOYS . . .

NBC AFFILIATE

CHATTANOOGA

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

BEST BUY
in
the
79
th
MARKET

The top three are on 2

All three of New York's top three feature film programs are carried on WCBS-TV, channel 2.

THE LATE SHOW *is number one . . .*
THE EARLY SHOW *is number two . . .*
THE LATE MATINEE *is number three.*

Chances are this record will stand unbroken for a long, long time . . . because WCBS-TV has signed up *two hundred and eighty* more big films from the studios of Warner Brothers, Republic, and Columbia Pictures. The list of titles includes:

The Maltese Falcon
The Life of Emile Zola
Arsenic and Old Lace
The Fighting Seabees
Watch on the Rhine
You'll Never Get Rich
Little Caesar
Christmas in Connecticut
Pennies from Heaven
George Washington Slept Here
Flamingo Road
Penny Serenade

These hits and many more will soon have their first New York telecasts on WCBS-TV – the station which *(with good reason)* wins the largest average audience in New York day and night.

Source: Nielsen, June 1956. Mon.-Fri. average rating

THE LATE SHOW
THE EARLY SHOW
THE LATE MATINEE
2 WCBS-TV

New York • CBS Owned
Represented by CBS Television Spot Sales

were filed by the City Council of East Peoria, City of Peoria and Village of Brimfield, Ill.

- Peoria's uhf stations (WEEK-TV and WTVH [TV]) both filed oppositions to the request of WIRL-TV Peoria that the prohibition of construction on ch. 8 be removed and that the proposal to move ch. 8 be revoked.
- WKOW-TV Madison, Wis., ch. 27, opposed the requests of ch. 3 WISC-TV Madison that the Commission revoke its proposed deintermixture of Madison by moving the educational reservation from ch. 21 to ch. 3, thus making Madison all-commercial uhf.
- A group of uhf stations filed objections to the request of ch. 3 WTIC-TV Hartford, Conn., that the conditions on its grant prohibiting building be removed. Those filing were WGTH-TV Hartford, Conn.; WKNB-TV New Britain, Conn.; WHYN-TV and WWLP (TV) both Springfield, Mass.
- Albert Jerry Balusek, San Antonio, Tex., recommended, again, that all vhf be deleted and that a 10-year transition period be instituted to change tv to an all-uhf service. He also recommended that 10 additional channels be added at the top of the uhf band to give tv 80 channels. Mr. Balusek had filed similar comments during the allocations hearings earlier this year.
- Grizzly Tv Inc., Pineville, Ore., applicant for ch. 11 there, filed an opposition against the FCC's proposal to move ch. 11 to Coos Bay, Ore. [B•T, July 23].
- WRAL-TV Raleigh, N. C., flatly opposed the request of ch. 28 WNAO-TV that city that the Commission place an embargo on construction on the ch. 5 permittee. WNAO-TV has a petition in to demix Raleigh.

Press Wireless Change OK'd

OWNERSHIP of Press Wireless Inc., international press radio carrier, is now concentrated in the *New York Times* (36%), *New York Herald Tribune* (28%), and Time Inc. (36%). The change in ownership was approved by the FCC last week, and resulted from the relinquishment of 51.5% of Press Wireless stock by the *Chicago Tribune, San Francisco Chronicle, Chicago Daily News, Akron Beacon-Journal, Miami Herald* and Knight Newspapers Inc. plus $150,000 in notes owed them by Press Wireless. In return the newspapers surrendering their stock and their credit in the notes received 55% undivided interest in Hicksville, N. Y., real estate used at present by Press Wireless as its transmitter site. Press Wireless also received FCC permission to move its transmitting station from Hicksville to Centereach, L. I., although it has a five-year lease on the Hicksville site.

These Want Changes

THREE new petitions for allocations changes were on file with the FCC last week. Involved were:

- Lake Charles, La.—Assign ch. 3 to Lake Charles in lieu of ch. 25. Requested by KTAG-TV Lake Charles, on ch. 25.
- Hay Springs, Neb.—Assign ch. 8 to Hay Springs. Filed by Northwest Nebraska Cooperative Tv Assn.
- Harrisburg, Ill.—Allocate ch. 3 to Harrisburg in lieu of ch. 22. Requested by Turner-Farrar Assn. Request by same group for assignment of ch. 13 to Harrisburg had been denied by the FCC [B•T, July 23].

UHF CRASH PARLEY DUE IN SEPTEMBER

FCC Chairman McConnaughey and RETMA President Baker confer on proposal for industry meet including broadcasters, manufacturers.

PRELIMINARY move toward setting up a "crash" research and development program to improve uhf equipment took place last week in Washington when FCC Chairman George C. McConnaughey met with RETMA President W. R. G. Baker (GE vice president) for more than an hour.

Following the meeting, Chairman McConnaughey said that he hoped to call a meeting of all segments of the television industry sometime in September. These representatives would include both broadcasting and manufacturing, he indicated.

The discussion, it was understood, concentrated mostly on the form the research program should take and personnel to be invited to the inaugural meeting.

Dr. Baker last October offered to establish a manfacturers' committee to investigate the problems of uhf and what might be done to overcome them. Basically, uhf's problems are inferior coverage compared to vhf, and less sensitive receivers compared to vhf sets.

In April, at the NARTB convention in Chicago, Chairman McConnaughey called for a "crash" program to upgrade uhf. The FCC in its allocations report last June, predicated its long-range decision—whether to move tv to the uhf bands throughout the country or in a major area—on improvements in uhf transmitters, antennas and receivers. Again it referred to a crash uhf research and development program.

Looming is a report scheduled to be submitted in mid-September to the Senate Commerce Committee by Dr. Edward Bowles, MIT professor, in behalf of an *ad hoc* engineering committee organized at the behest of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee.

The Bowles report, it is understood, will call on Congress to approve a multi-million dollar appropriation to be contracted out among one or more universities or laboratories for an "independent" audit of the tv spectrum from an economic as well as social and technological point of view.

In some FCC circles it is feared such a step would remove control of allocations from the Commission, which was established by Congress for that very purpose.

Some FCC officials are urging that an independent, non-profit organization be established to oversee the crash program and accept donations for this purpose.

Doerfer to Attend 'Rescue'

FCC Comr. John C. Doerfer, as part of his duties as second alternate Defense commissioner, will attend a U. S. Coast Guard rescue exercise in Hawaii, Aug. 22-23. The exercises are conducted three or four times each year by the Coast Guard, both for practice and to keep up with advanced methods of rescue. The Hawaiian test will be a practice rescue of passengers of a commercial airliner which has been ditched at sea. Comr. Doerfer will leave San Francisco Aug. 18 by Coast Guard plane. He will return to Washington Aug. 25. FCC Comr. Robert E. Lee is Defense commissioner, and first alternate is Defense Comr. Robert T. Bartley.

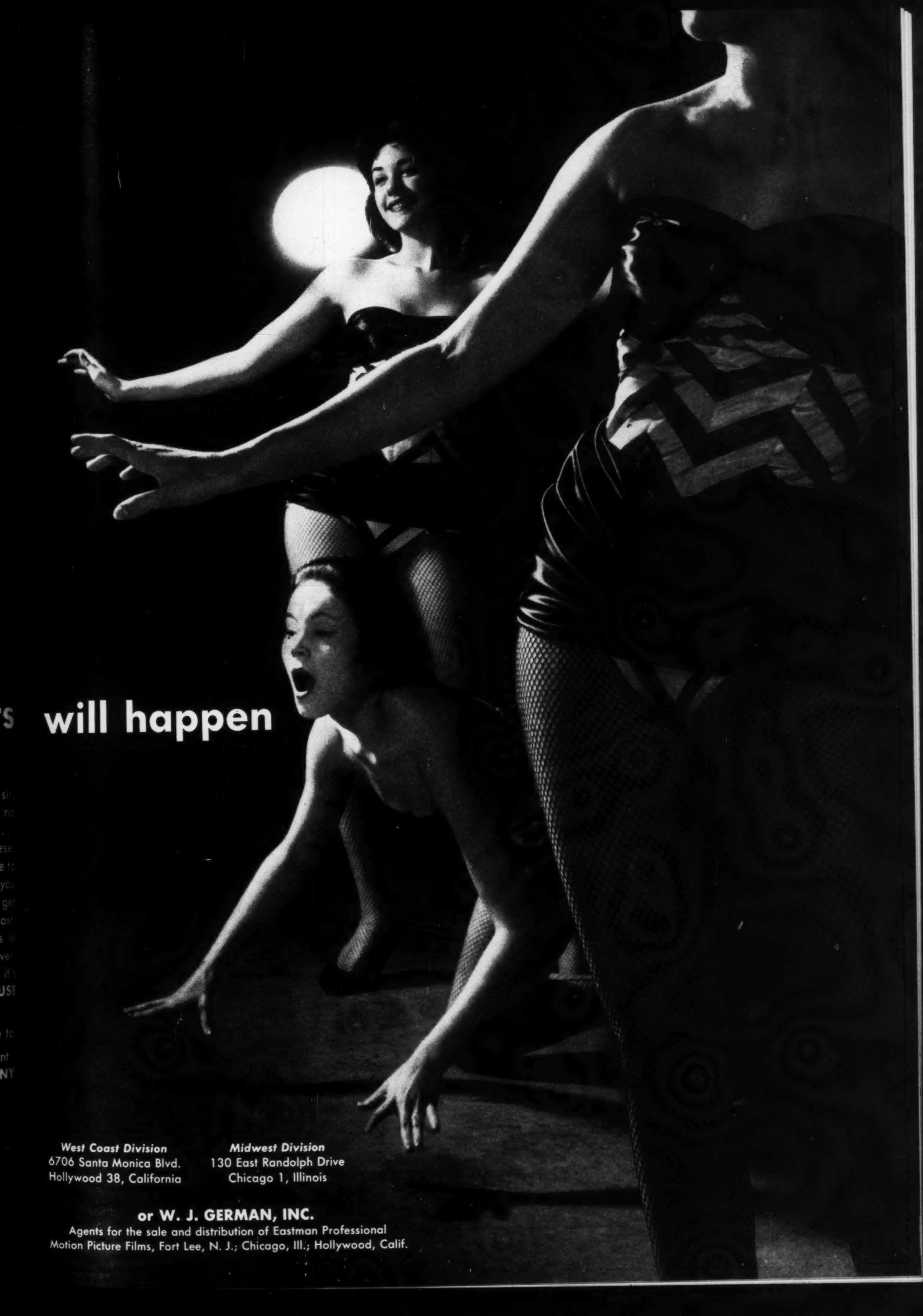
Accidents

. . . BUT NOT ON FILM! No sir, you'll "air" no fluffs, no goofs, no flips, no slips when you use film . . . spot retakes take care of these. And, what's more, you'll be able to pre-test your opus—show it as you like it to selected audiences . . . get their reactions at relatively low cost. Also, you'll enjoy advantages in expert programming, deeper coverage, wider scope material! Yes, it's wise — and *economical* — to **USE EASTMAN FILM.**

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.



REP. ROOSEVELT HITS AT&T AGREEMENT

Congressman's letter to Eisenhower tells of 'strong indications' of 'special and favorite treatment' in consent decree reached in Justice Dept.'s antitrust suit against company.

REP. JAMES ROOSEVELT (D-Calif.) last week released a letter he wrote to President Dwight Eisenhower charging there are "strong indications" of "special and favorite treatment" in the consent agreement reached by the Justice Dept. last winter in the latter's antitrust suit against American Telephone & Telegraph Co.

Rep. Roosevelt also said an investigation by the House Small Business Subcommittee he heads indicates the consent decree "may be tainted with a conflict of interest resulting from action taken by highly-placed government officials who were also officers of or affiliated with AT&T or its subsidiaries."

The "special treatment" charge was directed against Attorney General Herbert Brownell, who has refused to make the Justice Dept.'s files on the case available to the House Antitrust Subcommittee. Rep. Roosevelt, in his letter dated Aug. 2, asked the President to direct Mr. Brownell "and members of the Executive Branch to make a complete and honest disclosure to Congress of all the facts, including documents," in the negotiation and signing of the consent reached in January [B•T, Jan. 30].

Rep. Roosevelt said Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, has also independently come to the conclusion that the Justice Dept. granted special treatment to AT&T. The Justice Dept. suit began in 1949 and has been criticized by Reps. Roosevelt, Celler and others because it did not result in separation of AT&T and its subsidiary, Western Electric Co., and for other reasons.

The California Democrat first criticized the Justice-AT&T agreement last April when he called for an investigation in a speech on the House floor [B•T, April 16]. At that time he submitted a list of 29 people which he described as a "roll call of the officials or directors of AT&T or its subsidiary companies who have held policy making and influential positions in the United States Government under the present Administration." One of the 29 named was FCC Chairman George C. McConnaughey.

(Chairman McConnaughey testified during Senate Commerce Committee hearings on his confirmation to the FCC [B•T, Feb. 28, 1955; Nov. 15, 1954] that he had never worked for AT&T, but that he had represented Ohio Bell Telephone Co., an AT&T subsidiary, and Cincinnati Suburban Telephone Co., about 30% owned by AT&T, in rate cases before the Ohio Public Utilities Commission.)

Rep. Roosevelt's Small Business subcommittee held hearings on the AT&T decree in March 1956, after which he made his statement on the House floor. On July 30, he testified before the California Public Utilities Commission, saying the consent decree "actually assists big business to the detriment of the important small business segment in our economy."

Sees Obligation to Investigate

In his letter to the President, Rep. Roosevelt compared the consent agreement with the "illegal Dixon-Yates contract," and said Congress has the same obligation to investigate the consent decree.

Rep. Celler on July 30 said further congressional examination is "essential" to determine if the Justice Dept. gave AT&T "preferential treatment" in reaching the agreement. The New York Democrat made the statement in releasing a letter from the Justice Dept. in which the department refused to make available to the subcommittee its files on the negotiations for and signing of the consent decree.

Herbert N. Maletz, chief counsel of the House group, said the committee has "no comment" on whether it now intends to press its investigation beyond initial stages in view of the Justice Dept. refusal to make the requested information available. He noted that other congressional committees—among them the House Appropriatons, Government Operations and Small Business Committees and some Senate committees—have "indicated an interest" in the Justice-AT&T consent agreement.

The Justice Dept. letter, dated July 13 and signed by Deputy Attorney General William P. Rogers, explained that many documents in the consent settlement were produced "in the course of good-faith negotiation," and that some "touched on confidential aspects of the defendants' operations. Were they made available to your subcommittee, this department would violate the confidential nature of settlement negotiations and, in the process, discourage defendants, present and future, from entering into such negotiations."

Regarding staff memoranda and recommendations within the Justice Dept. and its Anti-

Showmanship with that KENTUCKY FLAIR!

The charming young lady above has good reason to be smiling! She has just been chosen Queen of the Shelby Tobacco Festival — one of Kentucky's most colorful annual festivals . . .

Here's proof that in a State that's famed for showmanship, Kentuckians tune to WAVE-TV for the finest in *television* showmanship:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: Because of low Channel 3, full power and greater tower height (914' above sea level), *WAVE-TV gets 66% greater coverage than the second Louisville station!* Coverage area includes 70 mid-Kentucky and Southern Indiana counties with a population of almost 2½ million people.

EXPERIENCE: WAVE-TV was first on the air in Kentucky, by more than a year. It has the know-how to help make your commercials and your programs sell!

Let NBC Spot Sales give you all the facts!

**ARB Louisville, Feb., 1956*

**Metropolitan ARB, March, 1956*

LOUISVILLE'S

WAVE-TV

CHANNEL 3

FIRST IN KENTUCKY

Affiliated with NBC

NBC SPOT SALES

Exclusive National Representatives

You may not know these people, but

in Hartford County they're important TV PERSONALITIES

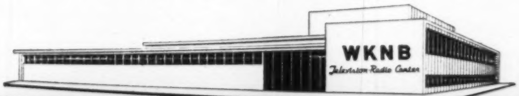
They make WKNB-TV the *personality* station

and give you a premium audience at moderate cost.

We have pictured the top-flight local TV personalities in Northern and Central Connecticut. They are successful salespeople who call on 375,000 homes daily through WKNB Television.

Here in Hartford County, 3rd richest market in the United States, WKNB-TV's local programming is a powerful complement to the entire NBC lineup of shows—a strong selling force in a 1¾ BILLION DOLLAR MARKET.

Let Hartford County's Top TV personalities sell your product in the Hartford County market. Any way you look at it, any time of day or night, WKNB-TV is your BEST BUY in advertising.



National Representative: The Bolling Co., Inc.

Basic NBC **WKNB-TV** *channel* **30**

Studios and Offices • West Hartford 10, Conn.

trust Div., the Justice letter said department policy "does not permit disclosure" of this material. Decisions on whether or not to settle and the terms may involve "difficult judgments," the Justice letter said. It continued:

"I am sure you appreciate that men equally devoted to vigorous antitrust enforcement may well differ. To enable intelligent final decision, therefore, full and open discussion is required frequently. . . . This process of interchange may endure over some time. And, as a result of discussion, any participant must feel free to alter his views as the merits of argument dictate. This essential process . . . might be seriously endangered were staff members hampered by the knowledge they might at some later date be forced to explain before Congress intermediate positions taken . . . ."

The letter also quoted President Dwight Eisenhower's 1954 order directing the Defense Dept. not to disclose interoffice conversations and communications in the Army-McCarthy hearings, adding: "The danger of abandoning that policy in the case of a law enforcement agency seems clear. Revealing staff disagreement on issues might well cramp effective enforcement."

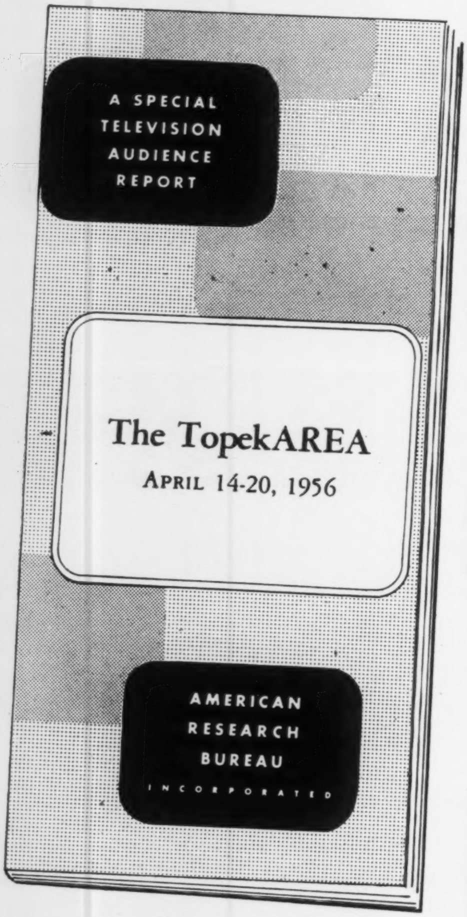
In criticizing the Justice Dept. refusal, Rep. Celler said the "alleged presidential privilege which is sought to be invoked did not deter members of the Administration from making available apparently without restriction, to a friendly newspaper correspondent, numerous highly confidential minutes of Cabinet meetings, as well as other documents of a confidential nature." While the Attorney General invokes this privilege to deny legitimate requests from Congress, Rep. Celler said, "on the other hand, there is an unprecedented dumping of confidential files by the Administration for the whole world to read. This mocks the efforts of the Congress to keep itself informed of the processes of government." He noted that the Attorney General also refused to make available correspondence between Justice and other executive agencies in the case.

He called the consent decree "deficient" in that it did not separate AT&T and Western Electric, which he felt was the principal purpose of the suit filed seven years ago. He said the consent agreement also "undoubtedly will prejudice future administrations in any subsequent efforts to mitigate the effects of the AT&T monopoly."

Rep. Celler earlier had said his subcommittee would look into the AT&T consent decree after Rep. James Roosevelt (D-Calif.) had criticized the January Justice-AT&T agreement [B•T, April 16. *et seq.*].

The House Antitrust Subcommittee in another phase of its monopoly probe released information previously kept confidential by the FCC: (1) an FCC staff investigation made before Commission approval of the NBC-Westinghouse Broadcasting Co. radio-tv stations "swap" in Cleveland-Philadelphia, and (2) CBS and NBC 1955 financial figures.

The presidential order cited by the Justice Dept. came in for extensive investigation and criticism by the House Government Information Subcommittee, which held hearings during the 84th Congress on whether government agencies and departments are withholding information from the public and Congress.



Take
SUNDAY
for example!

All day Sunday—from early morning until midnight—this A.R.B. report shows WIBW-TV the most-watched station in the 29-county TopekAREA. There were only 10 quarter-hours where any other station showed even a slightly higher rating.

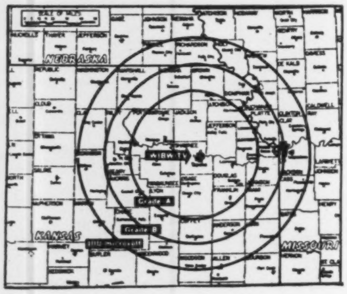
or SATURDAY

It's the same story on Saturdays. From sign-on until 6:00 P.M., WIBW-TV has the lion's share of the audience. We lose only nine quarter-hours to five other stations in photo finishes.

or ANY WEEK DAY

We can't show you all the examples of WIBW-TV's leadership, Monday through Friday. Why not study your A.R.B. for the TopekAREA and apply your own buying "yardstick"? Based on a cost-per-thousand viewing homes, WIBW-TV will be your automatic first choice. There are 191,768 TV homes in our 100 uv area as of May 1st. This does not include urbanized Kansas City and St. Joseph, Mo. or NEWS, SPORTS, WEATHER, MARKETS, and FARM SERVICE. Here's a double check on WIBW-TV's domination of the TopekAREA. Dr. Whan's latest, personalized study shows that WIBW-TV is the station preferred by most people for up-to-the minute, accurate coverage of News, Sports, Weather, Markets, and Farm Service. To this, we add the enthusiastic comments of WIBW-TV advertisers. Won't YOU join them?

Maximum power: 316,000 watts
Maximum Height: 1010 feet



TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

CBS
ABC

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

Miami, Fla., ch. 10: Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6: Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9: Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch. 5: McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13: San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

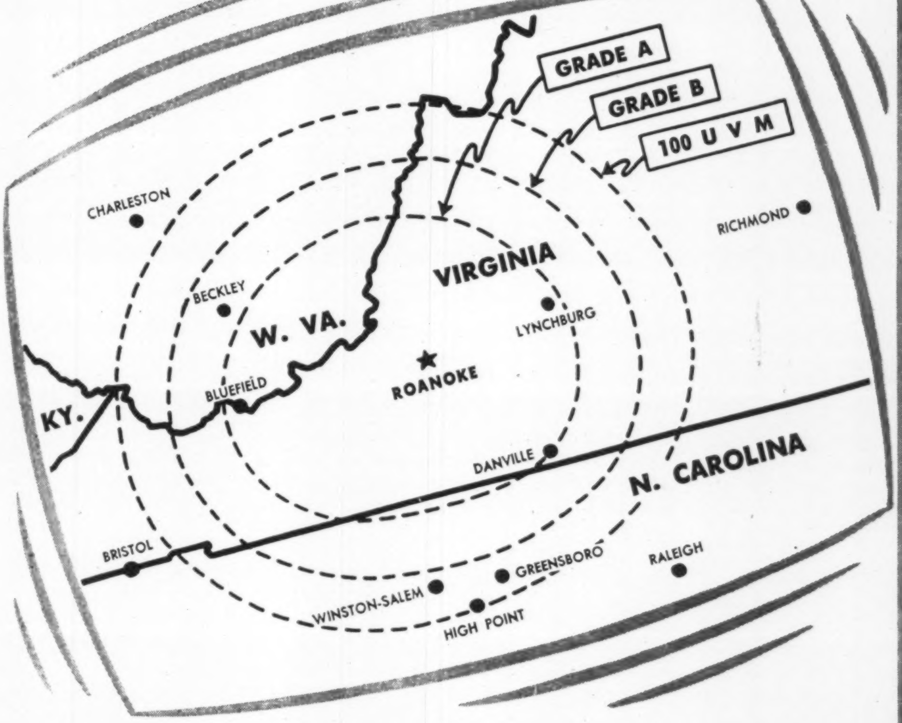
AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 3

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3.

WDBJ-TV *moves to* TOP!


GRADE A
GRADE B
100 U V M
CHARLESTON
RICHMOND
VIRGINIA
BECKLEY
W. VA.
LYNCHBURG
ROANOKE
BLUEFIELD
KY.
DANVILLE
N. CAROLINA
BRISTOL
GREENSBORO
RALEIGH
WINSTON-SALEM
HIGH POINT

NOW . . . 63-county total coverage!

WDBJ-TV goes to maximum power — 316,000 watts — about mid-August . . . backed by a power-packed viewer promotion program throughout its coverage area of more than 2½ million population. All Western Virginia and portions of North Carolina and West Virginia are included in this rich market where retail sales total about 2 billion dollars annually.

Here's the breakdown in population that will be reached by WDBJ-TV: grade A coverage, more than 862,000; grade B, nearly 700,000; 100 MV, over 1,045,000. Home city — Roanoke — is one of the 50 fastest growing cities of over 100,000 population in the U. S. The WDBJ call letters have been a familiar voice in the area for over 32 years.

For your copy of WDBJ-TV's county outline map with principal cities shown, write the Station directly or ask Peters, Griffin, Woodward.

TOP POWER
316,000 watts

TOP ELEVATION
2,000 Ft. above average terrain — 3,936 Ft. above sea level

CBS TELEVISION
EXCLUSIVE AFFILIATE

WDBJ
CBS
television

CHANNEL 7

Owned and Operated by *TIMES-WORLD CORPORATION*

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

Gov. Johnson's Action Causes Whoops at FCC

REACTION at the FCC to the move of Colorado Gov. Edwin C. Johnson ordering an electrical supply dealer to continue operating an unlicensed tv booster in the western slope region of the state [AT DEADLINE, Aug. 6] was one of cautious amusement.

"This is one for the commissioners," one staff official responsible for watching this subject said last week. One commissioner, who had been away for the past week, guffawed with unmitigated glee when the tale was recounted to him. An FCC attorney reminded that the Commission has been moving against unlicensed boosters for more than a year now "and still hasn't called out the troops." He noted that a test case is pending a U. S. Court of Appeals decision in Washington and added, "Until we know how we stand we certainly are not going to tangle with Gov. Johnson." He referred to the appeal taken by C&J Communications Services, Bridgeport, Wash., from an FCC cease and desist order.

Gov. Johnson two weeks ago ordered and "authorized" Walter R. Webber to continue operating a booster in Steamboat Springs, Colo., about 120 miles from Denver. He then appointed Mr. Webber to his staff as "communications expert". Gov. Johnson, a Democrat, was chairman of the Senate Commerce Committee when he served in the U. S. Senate.

The Steamboat Springs low power booster—serving about 45 tv receivers in the 2,000-people area—was first noted by an FCC field engineer last April. It was investigated on June 11 and 12 and Mr. Webber was both orally and by registered letter notified that the FCC considered the operation illegal. Mr. Webber, it is understood, reported that he had spent between $4,000 and $5,000 for the installation and that the rebroadcasts of ch. 4 KOA-TV Denver were offered free to Steamboat Springs viewers.

It was understood that as far as the FCC has determined, no interference with tv or other services has been established in the Colorado case.

Gov. Johnson said he wanted to test the "arbitrary and incomprehensible action of the FCC to deny entertainment and education to the people of isolated areas."

Meanwhile, Rex Howell, president and general manager, KREX-TV Grand Junction, Colo., wired Gov. Johnson that residents of Rifle, Colo. (55 miles northeast of Grand Junction), had asked permission to rebroadcast his ch. 5 signals. He informed the governor that he was waiving any property rights he has under law for the use of KREX-TV signals.

However, Mr. Howell questioned the legality of Gov. Johnson's action. He declared he thought that the best move would be to have the FCC authorize low power boosters under a "liberal set of rules." The FCC has authorized the use of translators for this purpose, whereby station signals are picked up and then rebroadcast on one of the upper 14 uhf channels. About a dozen translator applications have been filed with the FCC since the official commencement of this new service.

KREX-TV is affiliated with all three networks.

Booster Quandary

ALL is not beer and skittles in the unlicensed booster business. There are about 100 such cases in FCC's "illegal booster" files, but it has taken action in only a scant dozen of them and is awaiting an appeals court decision regarding the legality of the Commission's cease and desist order issued against C&J Community Services Inc., Bridgeport, Wash. However, in most of the dozen actions, the booster operators are continuing to operate. But the laws of economics seem to be catching up. For example, the Apple Valley Tv Assn., Wenatchee, Wash., against which an FCC hearing examiner issued an initial decision in mid-July recommending that it be shut down, publicly stated in local newspapers that it would continue operating. But, in the same newspaper on the same day, the booster organization ran an advertisement urging "free loaders" to pay up. Ad was entitled "Are You Paying for Your Neighbor's Tv?" and declared "successful reflector tv depends on the support of every set owner using these facilities. It's only square to pay your share!"

BRILLIANT PERFORMANCE

That happy glow (limelight?) in Precision's corner is simply the radiance of a solid reputation for sound, careful and accurate film processing. Wotta performer.

Precision is the pace-setter in film processing. In the past, Precision found techniques to bring the best out of black and white or color originals. In the present, facilities are the profession's very best for any of your processing needs.

And, in the future, Precision will, as usual, be first again (depend on it) with the newest developments to serve you better.

you'll see and hear

PRECISION

FILM LABORATORIES, INC.

21 West 46th Street, New York 36, New York

In everything, there is one best . . . in film processing, it's Precision

FCC's Raise Retroactive

EFFECTIVE date of the pay raise granted FCC members was July 1, 1956, not Oct. 1, 1956, as reported by B•T's Aug. 6 issue. The bill (HR 7619) was passed near the end of the second session of the 84th Congress and the President signed it July 31, making its provisions for pay increases to FCC members retroactive to July 1. Under the new law the FCC chairman's salary is increased from $15,000 to $20,500, other FCC members from $15,000 to $20,000.

LET'S GET DOWN TO BRASS TACKS!

THERE ARE 5 BIG MARKETS IN GEORGIA . . .

GEORGIA BIG 5
ATLANTA
AUGUSTA
MACON
SAVANNAH
COLUMBUS

AND ONLY THE GEORGIA BIG 5 COVERS THEM ALL!

YOU GET ALL 5 IN ONE BUY

Now with **one** buy, involving only **one** bill, you can get dominant coverage of Georgia's **five** major markets—Atlanta, Augusta, Macon, Columbus and Savannah. The five long-established stations that make up the Georgia Big 5 deliver 83 per cent—yes, 83 per cent of all Georgia radio homes!

REACH MORE RADIO HOMES AT LESS COST PER MINUTE

The Georgia Big 5 gives you larger radio circulation throughout the state than any other station can deliver—and at lower cost, too. It's your BIG buy—your BEST buy in the nearly $3 billion (and growing fast!) Georgia market.

LOCAL IMPACT PLUS NETWORK ECONOMIES

Get the **local** advantages of intense **listener loyalty** and **strong dealer influence** . . . AND the **practical** advantages of a network with the five leading stations of the Georgia Big 5. Point of sale merchandising support including sales aids, trade calls, trade mailings and tune-in announcements provides **added sales power** for your spot. Add to this the sales-producing **local impact** of hometown programming. Result: *sales success.*

Let your Avery-Knodel man show you why

YOUR BIG GEORGIA BUY IS . . .

MERCHANDISE SOLD VIA · WTOC · WMAZ · WRBL · WGAC · WGST

GEORGIA BIG 5

Represented Nationally by

AVERY-KNODEL, Inc.

WGST
Atlanta
5,000W ABC

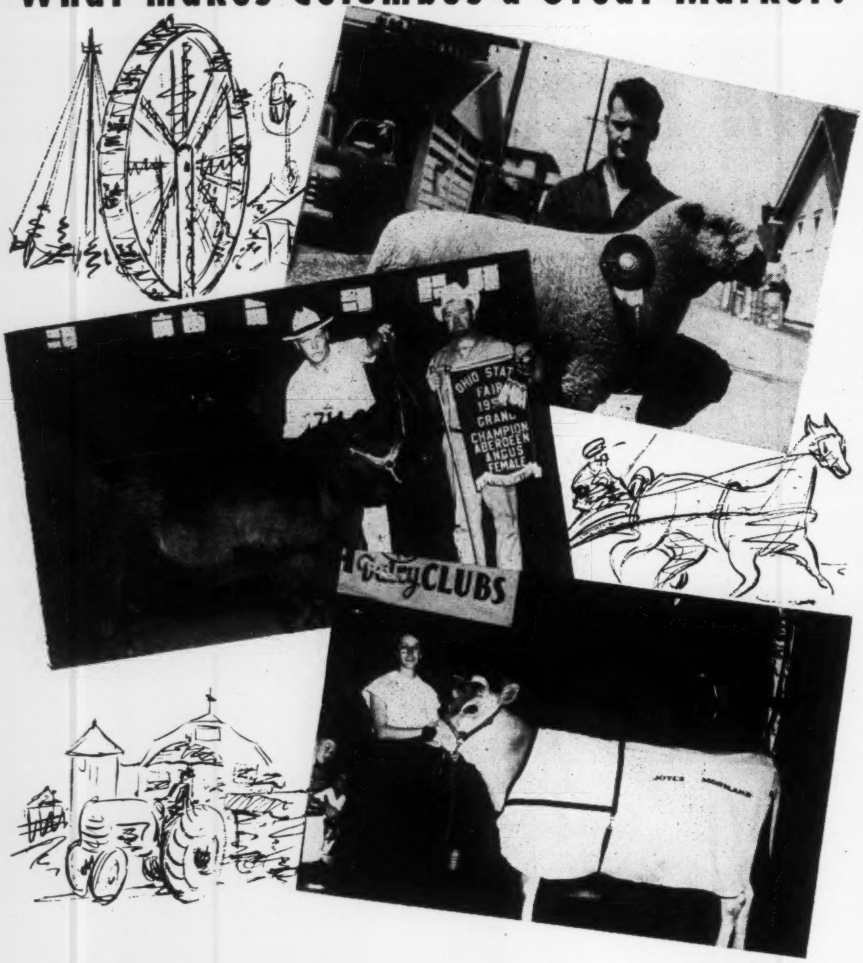
WGAC
Augusta
5,000W ABC

WRBL
Columbus
5,000W CBS

WMAZ
Macon
10,000W CBS

WTOC
Savannah
5,000W CBS

What makes Columbus a Great Market?


OHIO STATE FAIR 1956 GRAND CHAMPION ABERDEEN ANGUS FEMALE
H Dairy CLUBS

Rich soil . . . rich pasture lands . . . a rich area saturated by WBNS-TV coverage. That's Columbus . . . home of the Ohio State Fair . . . where this month approximately 750,000 WBNS-TV fans will see:

The world's largest sheep and wool show!

A display of dairy and beef cattle representing Ohio's No. 1 Farm enterprise!

The largest Junior Fair in America!

Hogs . . poultry and grain entries . . and over 300 industrial and commercial exhibits!

This is one of the many reasons why Columbus is a great market, and why WBNS-TV's viewing preference in this market assures you of a rich return on your WBNS-TV advertising dollars.

WBNS-TV COVERAGE FACTS
TOTAL POPULATION
1,872,900
TOTAL FAMILIES
556,000
TOTAL TV HOMES
500,400
45.2% average share of audience in this 3 station market.
15 out of 15 Top once-a-week shows.
9 out of 10 Top multi-weekly shows.
(Source: Columbus Tele-pulse June 1956)

Number 3 in "Columbus Market" Series

WBNS—TV

REPRESENTED BY BLAIR TV.

channel 10 • columbus, ohio

CBS-TV Network . . Affiliated with Columbus Dispatch. . General Sales Office: 33 N High St

Dual Grant Favored For Rochester Ch. 10

FCC Hearing Examiner Elizabeth C. Smith last week recommended affirmation of the FCC's 1953 grant of ch. 10 in Rochester, N. Y., to WHEC and WVET that city on a sharetime basis, and denied, on all counts, the protest of Gordon P. Brown, owner of WSAY there.

Miss Smith's initial decision followed a hearing earlier this year on Mr. Brown's protest. Mr. Brown claimed that the sharetime grant should not have been made because it resulted in concentration of control of the media of mass communications; that WVET was financially unqualified, and that both WHEC and WVET had refused to permit Mr. Brown's station to rebroadcast their programs.

The FCC authorized the ch. 10 sharetime grant on March 11, 1953. Six days later Mr. Brown filed his protest and at the same time filed an application for that channel. The FCC at first accepted the protest, but after reconsideration, disapproved it. At the same time it refused to accept the application. Mr. Brown appealed and in July 1955 the U. S. appellate court in Washington reversed the FCC and ordered a protest hearing.

The Commission ordered the hearing in February of this year, at the same time denying Mr. Brown's request that the stations—which had been operating since November 1953—be ordered off the air.

Under the law prior to 1956, when a protest was accepted, a stay of operation was required. The 84th Congress amended this rule to permit the FCC to use its discretion in this respect. It was this amended law which the Commission used as its authority in February in refusing to order the sharetime stations to suspend operations. Mr. Brown has an appeal pending on this ruling in the federal appeals court in Washington.

It was late in 1955, when there was doubt that Congress would revise this order, that WHEC and WVET applied for ch. 27 in Rochester, also on a sharetime basis. This application is still on file with the FCC.

Miss Smith found that there are a number of competitive broadcast facilities operating in WHEC-TV's grade B contour and also in the upstate New York area where the Gannett Co. (the station's owner) has both broadcast and newspaper interests. Mr. Brown failed to show that Gannett has any monopolistic power or engages in monopolistic practices, Miss Smith added. WVET was financially qualified, Miss Smith said, and Mr. Brown failed to prove radio practices adverse to its qualifications. Nor, said Miss Smith, have WHEC or WVET violated the Commission's rebroadcast rules in refusing to issue blanket rebroadcasting rights to Mr. Brown.

Rep. Carl Hinshaw, 62, Dies; Active in Media Legislation

REP. CARL HINSHAW (R-Calif.), 62, second-ranking Republican on the House Interstate & Foreign Commerce Committee and an expert on broadcast matters, died last Monday at Bethesda (Md.) Naval Hospital. Hospital officials said he died of pneumonia complicated by congestive heart failure. He entered the hospital July 27.

Rep. Hinshaw, whose 20th California District includes the Pasadena-Glendale area near Los Angeles, had served in Congress since 1939. His interest in broadcast legislation took second place only to his concern for development of commercial aviation.

An adviser to the Radio Technical Commis-

As of August first 22,876 guests have been escorted through "White Columns" since the opening in April.

Pre-Conditioned Program Acceptance

A valuable plus for you from Atlanta's "White Columns"

The daily stream of visiting friends and neighbors who come to share the beauty and admire the efficiency of "White Columns" means much to those with radio and television money to invest in the Atlanta market.

It means a *pre-conditioned* acceptance of your programs — even those still in the planning. It means an audience more receptive to products and services advertised on WSB Radio and WSB-TV.

These are tangible assets. Parlayed properly they pay off with unexpected results.

• • • • •

WSB and WSB-TV are affiliates of the Atlanta Journal and Constitution. Representatives are Edw. Petry & Co. NBC affiliate.

Leadership is traditional . . .

wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

sion for Aeronautics, Rep. Hinshaw introduced three bills affecting the broadcast industry in the 84th Congress. These were: HR 524, to define subscription tv and radio as common carriers; HR 10,733, to restrict multiple ownership of tv stations to a number covering not more than 25% of the U. S. population; H J Res 139, to limit the height of tv antenna towers to 1,000 feet.

Survivors are his wife, Roberta; two sons, John D., New York City, and William R., Berkeley, Calif., and his mother in Washington.

Application by WCHS-TV To Decrease Power Favored

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week recommending that the Commission grant the application of WCHS-TV Charleston, W. Va., to decrease power from 316 kw to 158 kw, move its transmitter location to Coal Mountain, 11 miles from Charleston, and increase antenna height to 1,236 ft. The application has been in hearing because of objections by Capital Television Inc., WTAP (TV) Parkersburg, W. Va., and WHTN-TV Huntington, W. Va.

Capital was a competing applicant for the Charleston facility in 1953, but merged with the other applicant—the Tierney Co. The agreement provided for the dismissal of Capital's application and creation of a new corporation in which the Tierney Co. would have 60% interest and Capital 40%. Capital protested the WCHS-TV change on the grounds that the station should spend the money to better its public service programming, not change facilities.

Prior to ch. 2 WCHS-TV's debut at its present site in 1954, a substantial number of Charleston viewers had installed high gain antennas to receive service from ch. 3 WSAZ-TV Huntington, W. Va. These antennas have not been able to cope with the strong signal radiated from WCHS-TV, and complaints numbered in the thousands, according to WCHS-TV. The proposed move will cost the station between $250,000 and $300,000 but will overcome this problem, the stations said. Examiner Cooper agreed.

Robert Hall Denies Violating FTC Order

AN FTC suit against Robert Hall Clothes Inc. for violating a cease and desist order was termed by a company spokesman last week as "outrageous and entirely unfounded." The suit was filed in New York district court and accused the clothing chain of violating the FTC order 12 times in advertisments over a Hartford, Conn., radio station.

Frank B. Sawdon, vice president of Robert Hall, said in a statement:

"Robert Hall Clothes vigorously denies the charge made by the FTC. These charges are outrageous and entirely unfounded. . . .

"Robert Hall has always maintained the highest standards of truth in its advertising, and plans to pursue these unfounded charges to their ultimate finish."

FCC Denies KTEN (TV) Bid For Revocation of KVSO-TV

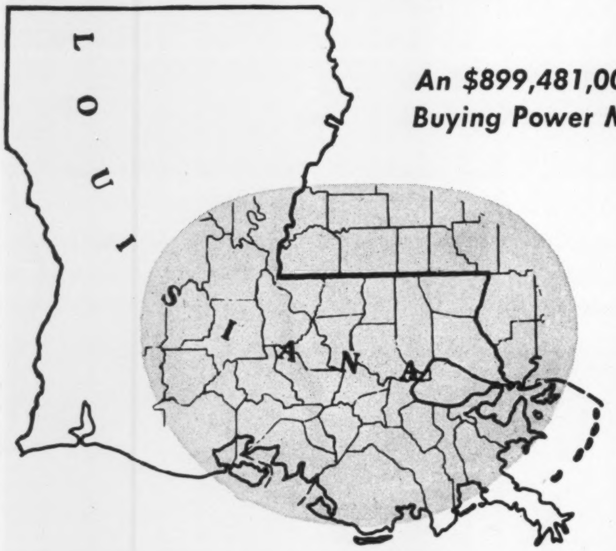
THE FCC last week denied a petition by ch. 10 KTEN (TV) Ada, Okla., seeking revocation of the construction permit of ch. 12 KVSO-TV Ardmore, Okla. The KTEN petition, which also sought to have any request by KVSO-TV for operating authorization designated for hearing, alleged that KVSO-TV plans to become a "satellite" of WKY-TV Oklahoma City; that it has substantially changed its programming proposals, and that it had not informed the FCC of such plans. KVSO-TV denied the allegations. The FCC's action was taken by Comrs. Robert E. Lee and Richard A. Mack, comprising an FCC "board."

The Commission said that upon consideration of information on file, including a revised proposed KVSO-TV schedule, a network affiliation contract between NBC and KVSO-TV, and a rebroadcasting agreement between KVSO-TV and WKY-TV, it could find no basis for the charges made by KTEN.

In its letter to KTEN, the FCC also said: ". . . Additionally, it must be pointed out that the Commission has never imposed a definite program format as a prerequisite to an authorization for operation of a tv or radio broadcast station. The operation now proposed by KVSO-TV is not materially different from that which the Commission originally found to constitute a service in the public interest and it does not now find any basis for a contrary finding."

Deadwood Grant Favored

INITIAL DECISION recommending that tv ch. 5 in Deadwood, S. D., be awarded to the lone applicant, The Heart of the Black Hills Stations, was made effective by the FCC last week. The initial decision was issued June 27 by Hearing Examiner Herbert Sharfman, and since no exceptions were filed, the decision was made final. Heart of the Black Hills (KDSJ Deadwood, KRSD Rapid City) became the only applicant following the withdrawal of Black Hills Broadcasting Co. (KOTA-AM-TV Rapid City).



An $899,481,000 Buying Power Market!

MORE AUDIENCE

than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ ***rated highest*** **in 125 quarter hours out of 149.**

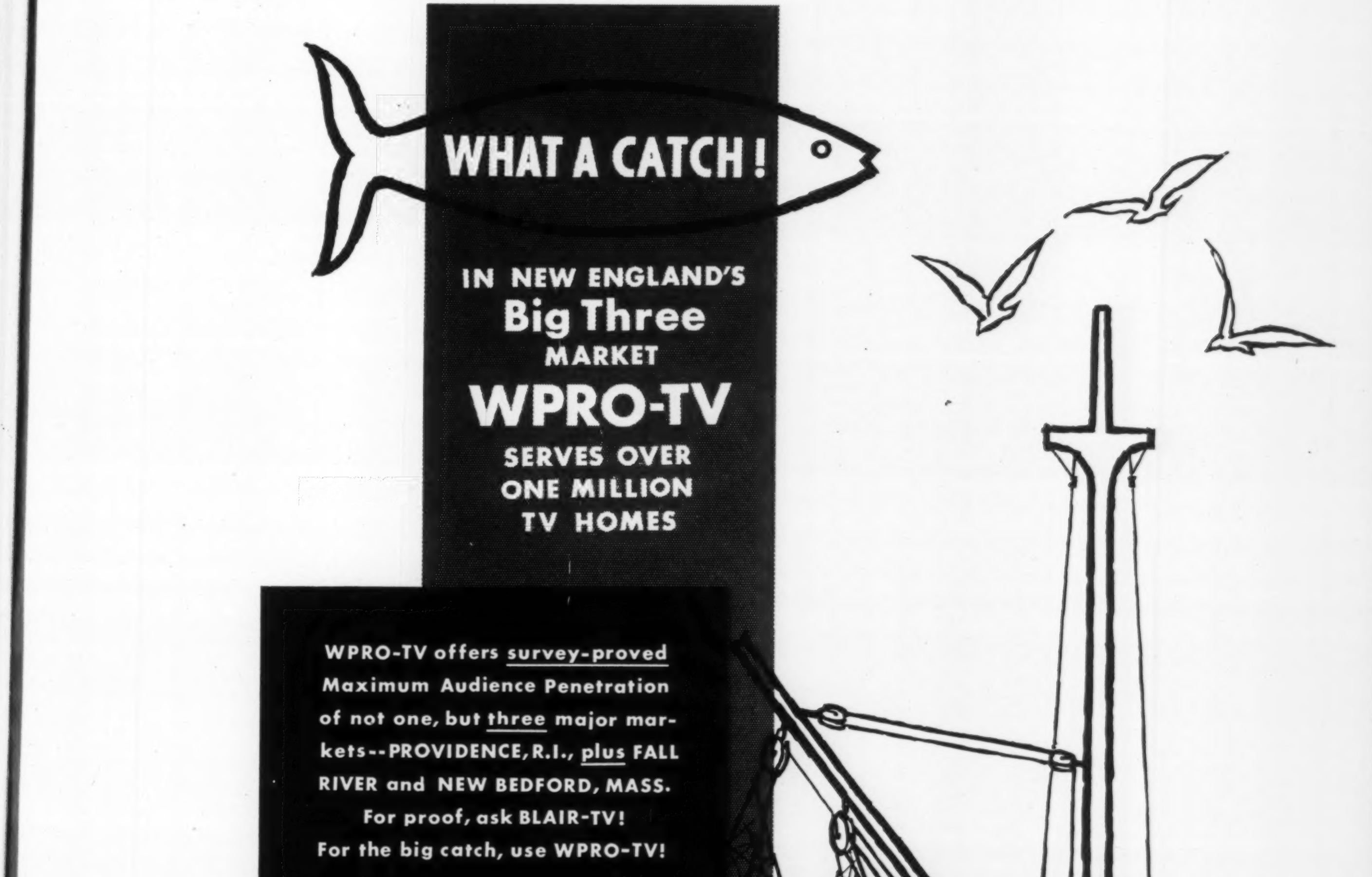
FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ ***rating Tops All Others Combined!***

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.

WBRZ Channel 2

BATON ROUGE, LOUISIANA
Power: 100,000 watts Tower: 1001 ft.
NBC-ABC
Represented by Hollingbery


WHAT A CATCH!
PROVIDENCE
FALL RIVER
NEW BEDFORD
CBS
WPRO-TV
PROVIDENCE, R.I.
CHANNEL
12
represented by
BLAIR-TV

IN NEW ENGLAND'S
Big Three
MARKET
WPRO-TV
SERVES OVER
ONE MILLION
TV HOMES

WPRO-TV offers survey-proved Maximum Audience Penetration of not one, but three major markets--PROVIDENCE, R.I., plus FALL RIVER and NEW BEDFORD, MASS.
For proof, ask BLAIR-TV!
For the big catch, use WPRO-TV!

CAMPBELL HEADS GT NATIONAL SALES

WENDELL R. CAMPBELL, who resigned last spring as vice president in charge of CBS Radio Spot Sales after having been with CBS for nearly 18 years [B•T, May 7], has been named national sales manager of General Teleradio's owned and operated radio and tv properties.

MR. CAMPBELL

According to GT, Mr. Campbell who will headquarter in New York, will coordinate national spot sales activities for the properties, working closely with H-R Representatives and Adam Young, the GT stations' representatives.

A veteran of the broadcasting-advertising field, Mr. Campbell joined CBS in August 1938. Last October he was named to fill a new post of vice president in charge of CBS Radio Sales.

Nittel, Frohnhoefer Given New General Teleradio Posts

PROMOTION of two executives was announced Monday by George R. Ruppel, vice president and treasurer of the General Teleradio Div. of RKO Teleradio Pictures. Effective Sept. 1, Oscar Nittel, chief accountant of the WOR Div., becomes assistant treasurer of General Teleradio Div., and Clifford A. Frohnhoefer, assistant controller of MBS, moves up as controller of the WOR Div. Mr. Nittel has been with General Teleradio-WOR since January 1949, and Mr. Frohnhoefer, who joined MBS in March 1944, served as assistant controller of the network for the past three years.

KVIP (TV) Now Telecasting

KVIP (TV) Redding, Calif., went on the air Aug. 1 with regular programming, according to Manager George Fleharty, with local and state dignitaries taking part in the dedication ceremonies. The ch. 7 outlet is operating eight hours daily as an NBC affiliate. Mr. Fleharty said the station has petitioned the FCC for an increase in power from 12 to 117 kw.

Intangible $3,813,000

TIME INC., which last week reported profits for the first six months of 1956 as $8,627,300—the highest in the company's history, made only slight reference to its broadcast properties in a mid-year report to stockholders. "Radio and television broadcasting" was mentioned among the sources of revenues, and "goodwill and network affiliations" were listed as intangible assets valued at $3,813,000. Time Inc. owns KLZ-AM-FM-TV Denver; 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, and 50% of KOB-AM-TV Albuquerque, N. M.

Middlebrooks, Wagstaff Fill Key Station Posts

ELECTION of James L. Middlebrooks as vice president-director of engineering for Pioneer Broadcasting Co., licensee of KGW and permittee of KGW-TV Portland, Ore., and appointment of Walter E. Wagstaff as station manager of the television station were announced last week by Gordon Orput, president of Pioneer.

Mr. Middlebrooks, onetime director of the engineering department of the old NAB and active in present-day NARTB conferences, will continue as director of engineering for the King Broadcasting Co. in Seattle, a position he has held since March 1952. (King Broadcasting is a principal stockholder in Pioneer Broadcasting.) Before going to his Seattle post, he was ABC chief facilities engineer in New York.

Mr. Wagstaff, at present vice president-general manager and part owner of KIDO-AM-TV Boise, Idaho, will assume his new position with KGW-TV on Sept. 15. In broadcasting industry affairs, Mr. Wagstaff has been active as a member of the NBC Station Planning and Advisory Committee, the board of directors of the NARTB, and the association's Radio Standards of Practice Committee.

John H. Eichhorn continues as station manager of KGW.

According to Pioneer President Orput, construction of both the tv transmitter and the KGW Radio and Tv center is proceeding rapidly and a definite fall air date for KGW-TV will be announced soon.

WANT TO MAKE A MILLION?

If you can move fast enough to grab one of these "Once In a Lifetime Deals" in Southern California broadcasting . . . this jewel will take only $100,000 down and the balance should be paid out of profits as you get your original investment back. Great growth area offers limitless opportunities in the most wonderful place to live in the world. Don't wait to write, telephone or telegraph Art Hogan or Frank Oxarart now, or better still, grab the first plane.

THE ALBERT ZUGSMITH CORP.,
6630 Sunset Blvd., Hollywood 28, Calif.
HOLLYWOOD 5-6171

Speedy Teamwork Returns Fire-Razed WJBF-TV to Air

WJBF-TV Augusta, Ga., was operating on full schedule last week after fire totally destroyed the transmitter-studio building at N. Augusta, S. C., according to J. B. Fuqua, president [AT DEADLINE, Aug. 6]. Temporary offices were opened in a nearby building, with studio and technical operations under a temporary roof placed over the burned structure. The plant will be entirely rebuilt, Mr. Fuqua said.

Erection of a temporary cover was started the morning of Aug. 3, while the fire was still smoldering. All equipment but the transmitter was totally destroyed. DuMont flew an engineer to Augusta. After other work the station was back on the air with NBC and ABC programs at 7:55 p.m. the day after the fire with only 28 hours of lost program time.

WRDW-TV, Augusta competitor, provided help in getting WJBF-TV back in operation. A new transmission line was built, the line having melted in the fire. WSB-TV Atlanta and WDAK-TV Columbus, Ga., supplied needed equipment and technicians from all around the area joined in restoring service.

General Precision Lab. sent four engineers who brought equipment and had cameras, film and slide equipment in operation by Aug. 5. Most of the station's film stock was destroyed but active slides were protected by debris from the heat. Files and office records were saved.

Insurance covered losses.

Cavanagh Named to Head Walker Office in Chicago

APPOINTMENT of Norbert J. Cavanagh, chief timebuyer, Roche, Williams & Cleary, Chicago, as vice president in charge of the Walker Representation Co.'s Chicago office, was announced by the radio-tv station representative last week.

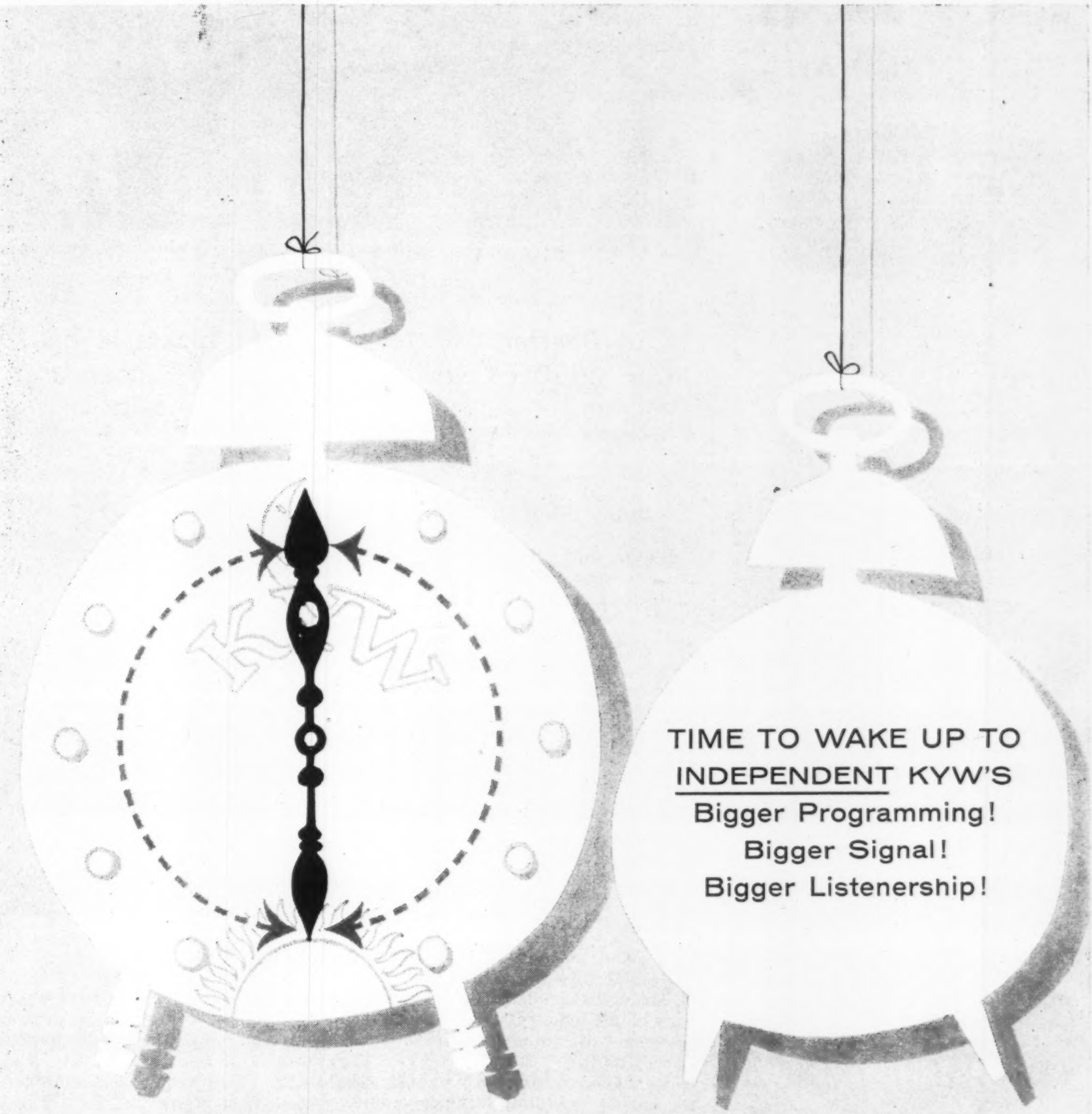
MR. CAVANAGH

Mr. Cavanagh, who handled both radio and tv for RW&C with which he has been associated for more than 10 years, principally was on the Studebaker account. With the Walker firm, he will continue to concentrate on both media.

51% of WDAM-TV Sold

PURCHASE of 51% interest in ch. 9 WDAM-TV Hattiesburg, Miss., by WDSU Inc. for $51,000 has been announced. Application for FCC approval is expected to be filed this week. WDAM-TV, affiliated with NBC and ABC, began operating June 8 and is owned by David A. Matison Jr., Harold M. Matison and Milton J. Fine. The Matisons each own 28.35% interest in WAML Laurel and WABO Waynesboro, both Mississippi. WDSU Inc. (WDSU-AM-FM-TV New Orleans) also owns 57.8% of WAFB-AM-FM-TV Baton Rouge. Edgar B. Stern Jr. is principal owner of WDSU. New Orleans is 120 miles southwest of Hattiesburg and 75 miles southwest of Baton Rouge.

Purchase of WBAT Marion, Ind., from John L. Ramp by Lester G. Spencer and associates (WKBV Richmond, Ind.) for $140,000 was announced last week, subject to usual FCC approval. WBAT operates on 1400 kc with 250 watts and is affiliated with CBS. Allen Kander & Co., station broker, handled the transaction.


KYW
TIME TO WAKE UP TO
INDEPENDENT KYW'S
Bigger Programming!
Bigger Signal!
Bigger Listenership!

6 a.m. to midnight, Sunday through Saturday, KYW leads by 25% in total area listenership, according to the April Nielsen Report.

And now, Cleveland's biggest, newest INDEPENDENT has gone FULL TIME! Better and MORE programming know-how, along with established local personalities, sell 'ROUND THE CLOCK. (No rating yet on the Midnight to 6 a.m. segment, but when it comes it's sure to be terrific. Because the KYW Signal reaches 7 million people in America's seventh richest market.)

Yes . . . the time to buy is NOW. And the BEST buy is KYW.

To ring up sales—ring up John McIntosh, KYW Sales Manager, at CHerry 1-0942, Cleveland or A. W. "Bink" Dannenbaum, WBC VP—Sales, at MUrray Hill 7-0808, New York.

BUY KYW NOW—AND BUY RESULTS!

In Cleveland, No Selling Campaign is Complete
Without the WBC Station . . .

KYW

WBC CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

Among the many public Service awards that WIBC has received, is the United States Government Certificate of Commendation for participation in the Conelrad System of Public Emergency Broadcasting. Although the certificate is not unique in itself, the fact that WIBC is the originating source and control center of all Conelrad broadcasts in its area, is just one more indication of WIBC's leadership in Indianapolis and Indiana.

FIRST IN AUDIENCE

WIBC not only leads all other Indianapolis radio stations in community service, but it also leads in audience. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

WIBC's big audiences and success in community service have been brought about largely by its well known personality salesmen . . . Al Brooks, Robin Bright, Jim Shelton, Harry Andrews and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

WIBC 1070 KC

The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

NOTABLES line-up at dedication ceremonies for ch. 3 WISC-TV Madison, Wis. Shown (l to r) are Sen. Alexander Wiley (R-Wis.), FCC Comr. John C. Doerfer, Wisconsin Gov. Walter Kohler; Ralph M. Immell, president of Radio Wisconsin (permittee of WISC-TV).

Comr. Doerfer Draws Fire After WISC-TV Dedication

DEDICATION ceremonies for ch. 3 WISC-TV Madison, Wis., drew more than 250 government officials, civic and business leaders from throughout the 30-county Wisconsin-Iowa-Illinois area claimed by the CBS-affiliated station.

Featured speaker at the dedication dinner Aug. 2 was FCC Comr. John C. Doerfer, whose presence drew angry editorials in the Madison *Capital Times* and *Wisconsin State Journal* questioning the propriety of the commissioner's presence. The newspapers, who were principals in the unsuccessful application for ch. 3 in Madison, claimed that there was still juridical litigation before the Commission on the case. They referred to pending proposals to move the educational reservation in Madison from ch. 21 to ch. 3 to make Madison commercially all uhf.

Mr. Doerfer told B•T that he saw no impropriety in attending. "There is no adjudicatory case pending," the Wisconsin commissioner declared, "and the remarks I made I have said on numerous occasions to committees of Congress, in public speeches and in written opinions. There is no valid comparison between the FCC and a court in rule-making proceedings. Commissioners in that capacity are expected to function as any congressman or legislator familiarizing himself with problems of the industry and the people in it. Investigation, discussion and points-of-view should be fully aired."

(It has been customary through the years for stations dedicating facilities to invite FCC commissioners to attend the ceremonies.)

Court Backs Cisler

EFFORT of a group of preferred stockholders to block sale of KEAR San Francisco for $500,000 to broadcaster David Segal has been diverted, KEAR President Stephen A. Cisler told B•T last week. He said a San Francisco court has sustained a demurrer in the action brought by stockholder Milton Stern Jr. "seeking to place himself in control of Bay Radio Inc." The court dismissed Mr. Stern's suit, Mr. Cisler said. Mr. Stern had challenged the the sale of KEAR to Mr. Segal [B•T, July 2]. The transfer is awaiting approval by FCC.

Al Spokes to Plattsburgh; Balch Successor at WJOY

ALFRED E. SPOKES, manager of WJOY Burlington, Vt., has resigned to become vice president and general manager of WEAV Plattsburgh, N. Y., effective Aug. 20. Frank A. Balch Jr., assistant manager-program director of WJOY, succeeds Mr. Spokes as manager.

Mr. Spokes is president of Vermont Assn. of Radio & Tv Broadcasters, a member of the Radio Advertising Bureau board and of the NARTB Sports Committee. Mr. Balch entered radio in 1948 with WWSR St. Albans, Vt., as an engineer and joined WJOY in 1951. He is clerk-secretary of the Vermont association and past president of the Burlington Chamber of Commerce. Ted Barker, who joined WJOY in 1954, becomes program director and will continue his morning show, *The Joy Club*.

MR. SPOKES MR. BALCH

KAVE-TV Going on Air Aug. 15

KAVE-TV Carlsbad, N. M., will go on the air Wednesday incorporating the CBS-TV Extended Market Plan, Southwest Tv Network programs and local programs.

The tv station, affiliated with KAVE Radio, was built at a cost of $56,000 and includes such features as a 300-ft. tower, a three-bay superturnstile, a 5 kw transmitter, and an image orthicon field camera.

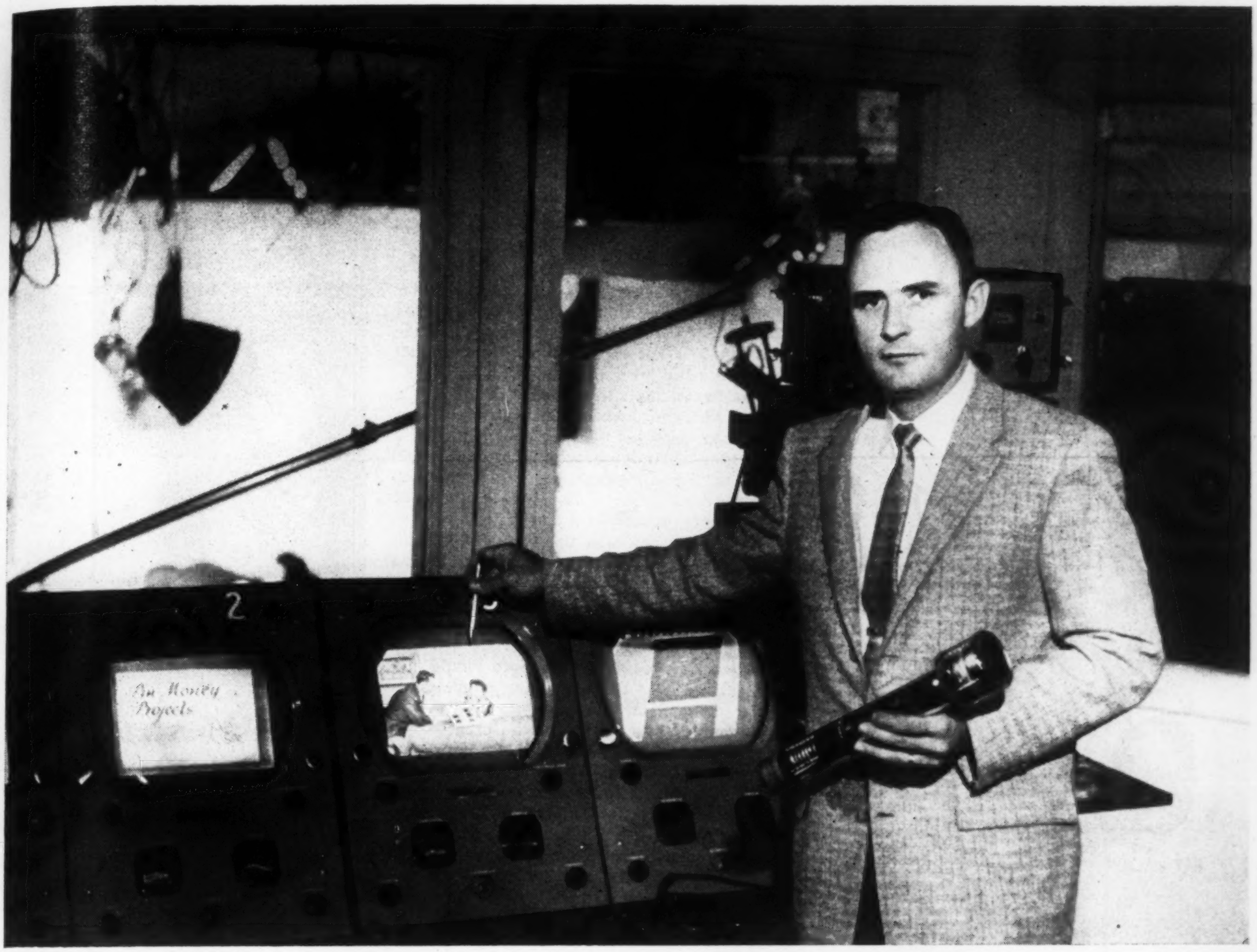
John H. Battison is general manager of KAVE-AM-TV.

STATION PEOPLE

John P. Culver, former operations manager of WFLN (FM) Philadelphia, to WGKA-AM-FM Atlanta as general manager.

Kenneth Manley, program director, WGUY Bangor, Me., appointed general manager, succeeding **Arthur D. Stamler,** resigned to assume radio-tv duties with U. S. Army information and education section. **Nicholas A. Bell,** WGUY commercial manager, named assistant manager in charge of sales.

Kimberly Johnson, WCSH Portland, Me., to general manager of WELD Fisher, W. Va. **Johnny Bell,** Columbia Records, to WELD as announcer, disc jockey and salesman. **Alice Gallaher,** WINX Rockville, Md., to WELD as announcer, disc jockey and record librarian.



"After 1000 hours, G-E camera tubes still give KATV top performance. Here's proof!"

Says: **A. R. Garrett, Chief Engineer, Station KATV, Little Rock, Ark.:**

The monitor picture I'm pointing to originates with a General Electric 5820 that has had over 1000 hours' studio service. I'm holding in my hand another tube we installed. Both are in regular use, and their reproduction stays sharp, clear, and uniform at all times.

"Another feature we like is low image retention. With G-E camera tubes, we are able to get more hours free of burn-in, even when some stationary object—a kitchen range being advertised, a piece of furniture, or what have you—has been televised for quite a while.

"It looks as if we will standardize on G-E camera tubes in both our Little Rock and Pine Bluff studios. They've proved to be a thrifty investment . . . and help us keep picture quality high!"

* * *

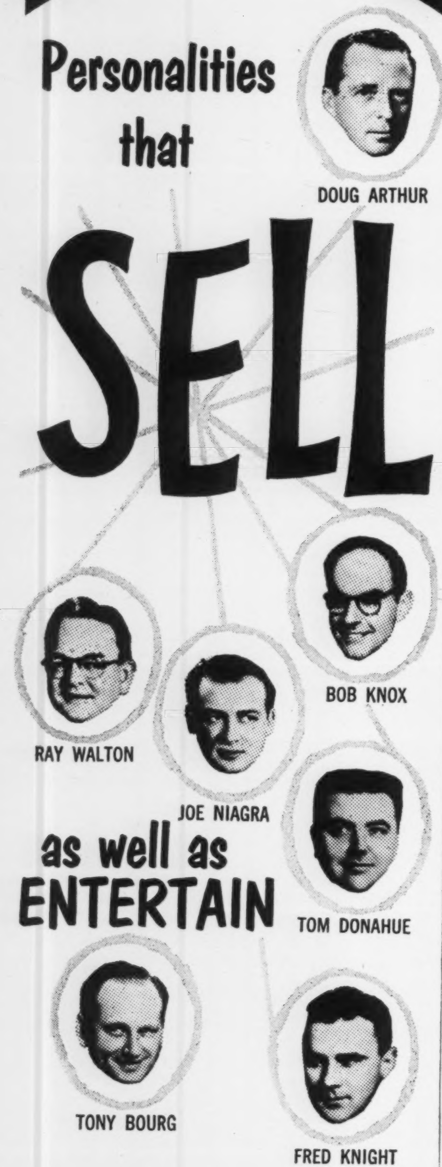
Your local G-E tube distributor stocks G-E Broadcast-Designed camera tubes. Phone him for fast service! *Tube Department, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F4

WIBG FOR SALES ACTION



BUT that isn't all! WIBG offers *PLUS* BONUSES to ADVERTISERS, in addition.

Car Cards on the most traveled transit routes. Outdoor Boards . . . 24 Sheet & Painted Billboards around the town plus Direct Mail plus Trade Paper ads. NEXT TIME YOU WANT TOP RESULTS schedule WIBG.

PENNSYLVANIA'S MOST POWERFUL INDEPENDENT

WIBG
990 | 10,000 WATTS
PHILADELPHIA 3, PENNA. RI 6-2300

RADIO, TV READY FOR FORTNIGHT OF POLITICAL CONVENTION COVERAGE

Last-minute changes made in schedules include cancellation of plan for Democratic session Wednesday afternoon, with Thursday and Friday afternoon meetings substituted. Republicans change time for evening proceedings.

RADIO and tv were poised last week for the opening today (Monday) of two successive weeks of monumental exertion (and expenditures) in coverage of the political conventions —and were still juggling their schedules to conform to late changes in agendas.

The Democrats, whose sessions start today in Chicago, canceled their original plans for a Wednesday afternoon session, substituting previously unscheduled afternoon meetings on both Thursday and Friday. The networks revised their coverage schedules accordingly.

The Republicans, who open a half-continent away in San Francisco next Monday, moved the starting times of their Tuesday, Wednesday and Thursday sessions from 6 p.m. to 6:30. The networks, in general, conformed.

Consensus among network officials was that the net result of all the changes would not alter substantially their previous estimates of regular commercial program time that would be pre-empted by coverage of the proceedings. This totaled a little more than 65 hours for the two conventions [B•T, Aug. 6].

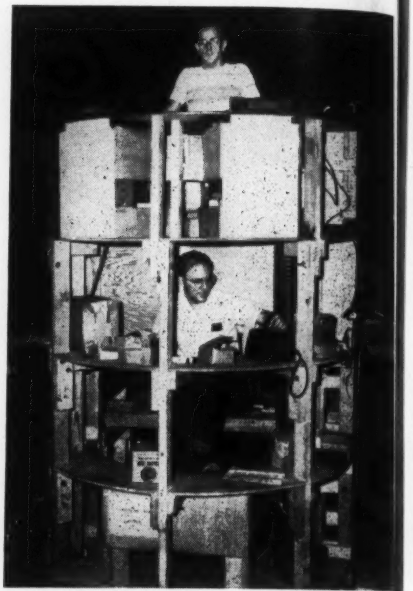
Although closing times of the sessions could not be accurately foretold and although even the starting hours are still subject to change, networks indicated belief the proceedings would fall within this approximate range:

Democrats—Monday and Tuesday from 1 to about 3 or 4 p.m. and from 9:30 p.m. to around midnight or 1 a.m.; Wednesday from 9:30 p.m. to midnight or later; Thursday and Friday from 1 to about 3:30 or 4 p.m., and from 9:30 p.m. to midnight or 1 a.m.

Republicans—Monday from 2 to 4 or 4:30 p.m. and from 7 to around 10 p.m.; Tuesday, Wednesday and Thursday from 6:30 to about 10 p.m.

Despite the need for shifting and re-shifting schedules, networks reported themselves ready for coverage of the two big quadrennial shows.

In addition to the small-camera and other technical developments which all tv networks had already announced they would put into use, there was a flurry of new technical achievements during the pre-convention week. NBC announced Thursday that, while all tv networks would have hand-held cameras, its own cameramen would have available a never-before-used gyroscopic stabilizer that will keep a hand-held camera steady against "everything from a delegate's push to the cameraman's nerves." It also was said to permit use of greater focal length lenses than heretofore possible on such small cameras. Only three such stabilizers are in existence, according to Sol Cornberg, NBC director of studio and plant planning, and the two others are in the possession of the Navy. Manufactured by Aeroflex Labs, Long Island City, N. Y., the stabilizer was described as being the size of a baseball and weighing two pounds. It is fitted to the bottom of the camera and powered by a small battery which fits into the cameraman's pocket.



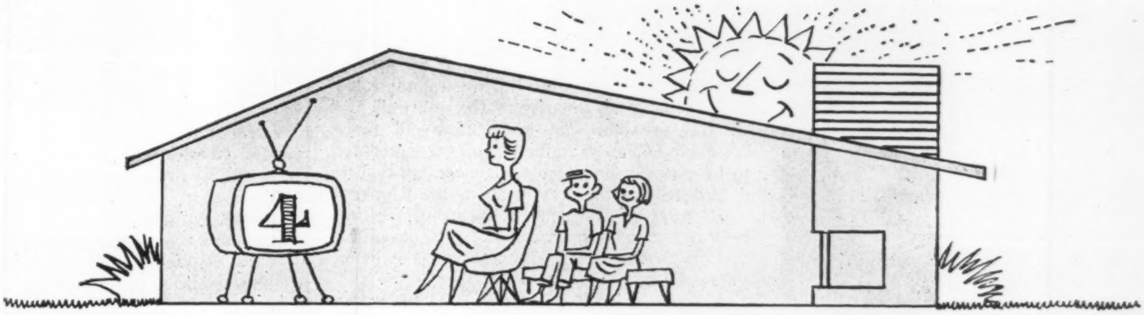
CONVENTION speakers will all appear to be the same height when they use this adjustable stand. At the controls of the apparatus, installed in Chicago's International Amphitheatre, is H. J. Schlafly, vice president of TelePrompTer, while Irving Plahm, a workman, shows how speakers will look at the Democratic convention. The stand will be adjusted to the speaker's level.

CBS reminded that it would have "electronic windows" permitting newsmen to watch the convention floor scene even from a physically distant studio and also permitting "studio" interviews with political figures in their hotel rooms. Other CBS gadgets included "beep boxes" (to let commercial announcers know they are about to lose the air in mid-commercial, owing to important convention developments), and a "super-speed electronic calculator" said to be able to keep instant track of balloting for the various candidates even when delegates switch their votes from one candidate to another.

ABC reported its engineers had made it possible for anchor man John Daly to look

Radio's 'Tv Picture'

HOW can an independent radio station put more "color" into its coverage of political conventions taking place hundreds, and then thousands of miles away? WERE Cleveland thinks it has the answer by providing listeners "the tv picture." Installed in each WERE studio is a battery of three RCA "personal" desk-size tv sets, allowing the local radio announcer to monitor NBC-TV, CBS-TV and ABC-TV coverage and describe the scene "direct" from the convention floor. In addition, WERE will give its audience latest wire service coverage. Ever promotion-minded, WERE program staffers are working jointly with the Cleveland office of *Tv Guide* in spreading word on the station's "tv coverage" to radio listeners in Northern Ohio.



WCCO television averages 97% more viewers per quarter-hour, day and night than any other Minneapolis-St. Paul television station*

***WCCO television is within 1.4% of reaching a total audience larger than all three competing Twin City television stations combined. Source: NSI June, 1956. Total audience: 8 a.m. - midnight, seven days a week.*

CBS Television for the Northwest

WCCO television

MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward

WAAM
TV Channel 13
316,000 WATTS
AFFILIATE AMERICAN BROADCASTING COMPANY—Represented Nationally by Harrington, Righter & Parsons, Inc.
New York · Atlanta
Chicago and San Francisco

Shopping AND Home Cooking
STARRING
Lu Calfee
WEEK DAYS AT 10:00 AM

Lu gets a Certificate of Appreciation from his honor Theodore H. McKeldin for . . . consistent support of Maryland's grand cooking traditions.

No attempt is made to feature the "exotic" or the super-expensive "Pump Room" type of dish. Lu knows the local scene, having been educated in The Free State. Complete itemized costs of the meals cooked on the program are shown, as are the recipes. Lu works in WAAM's up-to-the-minute kitchen, which was designed for television.

WAAM
TV Channel 13
TOP POWER
BALTIMORE, MD.

two ways at once—through the use of mirrors. Thus, they said, he'll be able to look out on the floor and watch five monitors at the same time. It was necessary to reverse the image on the monitors to make it possible for him to see them correctly in the mirror; accomplished by "reversing the polarity of the sweeps."

CBS Newsfilm said it would avoid time-consuming Chicago traffic by using a helicopter to fly exposed film from the convention hall to its processing laboratory in downtown Chicago.

Coverage of the conventions (plus election returns and in most cases some pre-convention and pre-election special programming) is being sponsored by:

Westinghouse Electric Corp. on CBS Radio and CBS-TV (package price: approximately $5 million).

Philco Corp. on ABC Radio and ABC-TV ($4.3 million).

RCA, Sunbeam, and Oldsmobile on NBC Radio and NBC-TV ($5 million).

Kohler Co. on Mutual radio ($200,000).

In addition, international station WRUL New York will carry the proceedings of both conventions to Latin American and sea-going listeners under the sponsorship of Westinghouse Electric International and Pan American World Airways, and also will present five-minute Spanish language digests each night under Philco International sponsorship. The convention proceedings coverage will be that of CBS Radio, and will be presented at 9 p.m. by WRUL.

WRUL officials said they had made special arrangements with American shipping and passenger lines to bring the convention coverage to passengers and crews, and that passengers aboard international airliners also would receive the service. WRUL announcers also will spell out absentee registration and voting procedures for the benefit of Americans in its Latin American audience.

Meanwhile, a preview of Westinghouse-CBS facilities for the Democratic convention was provided last Tuesday to more than 50 newsmen who were flown from New York to Chicago by Westinghouse Electric Corp.

Reporters toured the Chicago Amphitheatre, as well as improvised CBS radio and television studios at the convention site. Brief talks on CBS and Westinghouse plans were given by various officials, including Sig Mickelson, CBS vice president in charge of news and public affairs, and Chris J. Witting, vice president, consumer products, Westinghouse Electric Corp. Betty Furness, who will deliver Westinghouse commercials for consumer products at both the Democratic and Republican meetings, attended the preview, greeted newsmen and reported on her experiences as the Westinghouse "hostess" on the 1952 convention telecasts.

WQED (TV) Convention Plan Turned Down by Commission

THE FCC last week turned thumbs down on a plan for an educational tv station to air coverage of the national political conventions without deletion of commercial announcements and to receive compensation from the network furnishing the programs. Involved were WQED (TV) Pittsburgh and NBC. The Commission's action was taken by a board composed of Comrs. Robert E. Lee and Richard A. Mack.

WQED, which operates on ch. 13, asked the Commission to waive its rule against noncommercial stations receiving compensation and allow the station to receive payment for telecasting NBC's convention coverage without deletion of commercials.

In turning down the request, the FCC said it lacked complete information on details of the proposed financial arrangement of the station with NBC and "cannot find that the public interest will be served by granting the waiver."

GOP 'Soap Operas'

NEW YORK State Republicans plan to make use of the traditional "soap-opera" format after the national conventions, it was reported last week. At a news conference held in New York Thursday, Mrs. Charles W. Weis Jr. of Rochester, N. Y., chairman of the planning committee for next Monday's G. O. P. convention in San Francisco, said that part of the monies collected in the state would be used to launch a series of daytime serials with a "definite Republican point of view." Budget, talent, agency and production details, as well as station facilities were not announced.

Pittsburgh's only operating vhf outlet, Westinghouse-owned ch. 2 KDKA-TV, plans to air the CBS convention coverage.

Early in June, an ABC plan to get its coverage into Oklahoma City by tie-in with an educational vhf station fell through when noncommercial ch. 13 KETA (TV) withdrew its petition for waiver of the non-commercial rules.

ABC has signed an agreement with noncommercial WGBH-TV Boston to carry the convention package as a "public service." All programs will acknowledge participation of program's sponsor—Philco Corp.—but will eliminate commercial announcements.

Ampex, MM&M Contributing Convention Tape Service

HUNDREDS of independent radio stations and other broadcasters accredited to the Democratic national convention will be able to tape record interviews and programs without charge under a special service afforded by Ampex Corp. and Minnesota Mining & Mfg. Co. The same opportunity will be made available at the Republican convention in San Francisco starting next Monday.

Ampex has set up recording studios in Rooms 522-523 of the Conrad Hilton Hotel and on the second floor north wing of the International Amphitheatre in Chicago. Equipment includes Ampex audio records and 3M's "Scotch" brand magnetic tape. The two companies also will offer some portable recorders to broadcasters for non-studio use.

Ampex-3M space in the Amphitheatre will be conveniently located across from studios allocated for independent stations and adjoining Illinois Bell Telephone facilities. The service will be offered, however, to all accredited radio-tv-press representatives. Some 350 radio newsmen from individual stations are expected to cover the convention.

Contrary to reports, Ampex is not planning to exhibit, or make available for use, any of its video tape recorders, nor will any of the networks utilize these recorders during either convention. Ampex will show only photographs and diagrams of the recorders in its exhibit space.

Representing Ampex at the Democratic convention are Forest Beard, advertising director, and Kenneth Hall, field service engineer. Minnesota Mining executive representatives include Char Wescott, advertising director, Magnetic Tape Products Div.; Ron Anderson, Magnetic Products News Dept., and John Verstrate and Charles Dietz, public relations staffers.

Harry Aggers

Or how to "strike oil" twice in the same place

"IT'S JUST GOOD BUSINESS FOR US TO PRODUCE EFFICIENTLY."

"SOME PEOPLE BELIEVE that the more government has to say about business, the better.

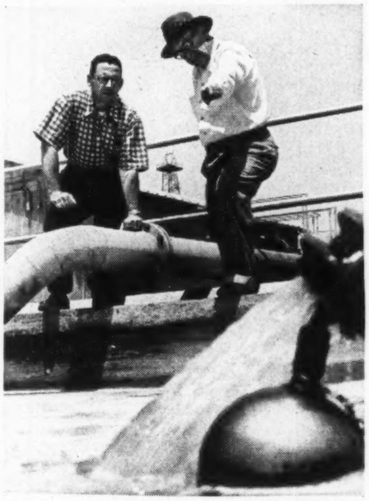
"They argue, for instance, that the petroleum industry ought to be under more government control to keep America from running out of oil.

"What they forget is that it's just good business for oilmen to produce a property efficiently. We get more oil from a well when it is operated at its best rate of flow. This is one of the ways of conserving this natural resource!

"Take Dominguez field in California. Union and another company discovered oil there back in 1923.

"By 1936 oil production reached a peak of almost 31,000 barrels a day. But by 1947 our daily rate had declined to about 15,000 barrels.

"To get the most out of the field, we started waterflooding some areas. In our most recent project—which was started with the cooperation of the landowners and the other companies operating the field—we injected more than 7,000,000 barrels of water into 17 wells. This has forced oil out of 21 producing wells.



"As a result, we are now pumping 2,800 barrels of crude every day from these wells—an increase of 2,200 barrels a day over what we'd normally expect without waterflooding.

"You show me how government control could have added one barrel of oil to our production. Or conserved the pool any better so we can recover more oil in the future with methods which have yet to be developed!"

Harry Aggers—who has been with Union Oil for 22 years—manages our secondary recovery operations.

He believes that by 1975, at least 25% of all United States oil production will be by waterflooding. This does not include secondary recovery by gas injection or by methods yet to be developed.

The Dominguez results demonstrate again how efficiently a free oil industry achieves maximum economic production from a field, while conserving the source of the oil.

* * *

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

C. Pete Jaeger Appointed To Post With New MGM-TV

C. PETE JAEGER, vice president of Guild Films, New York, last week became the second Guild official added to MGM-TV, newly-established television division of Metro-Goldwyn-Mayer Studios and Loew's Inc. He will serve in the capacity of a general sales executive. Earlier, MGM-TV Vice President Charles C. (Bud) Barry had announced the appointment of Monroe Mendelsohn, Guild's sales promotion director, in a similar capacity for MGM-TV [AT DEADLINE, Aug. 6].

Mr. Jaeger, who will work out of MGM-TV's New York office, has been executive vice president of Transamerican Broadcasting and Tv Corp., and before that, sales vice president of ABC.

NTA Signs Four Sponsors For 'Sheriff of Cochise'

NATIONAL TELEFILM Assoc., New York, last week completed its second substantially large regional sale of its new *Sheriff of Cochise* tv film series, signing four sponsors for total gross billings of slightly more than $500,000. The series was bought in 34 west coast markets by White King Soap, A-1 beer, Star-Kist tuna and Carnation milk, all through Erwin, Wasey & Co., Los Angeles.

The first large regional sale on *Sheriff* was made several weeks ago to Socony Mobile Oil Co., which signed for 67 midwest markets, with billings estimated at $500,000. Ely Landau, NTA president, noted that both regional transactions were completed even before a pilot on the series has been made.

AT THE TOP IN ILLINOIS
ROCKFORD

HOTTEST CITY IN AMERICA TODAY

Labor department statistics just in, prove more people are working . . . making more money . . . creating more sales in Winnebago county than in any other county in Illinois (outside Cook).

WROK

Covers this great market full time . . . at lowest cost per 1,000.

No. 1 For Over 30 Years

John J. Dixon, Gen. Mgr., H.R. Nat'l Reps.

Production on the series is scheduled to begin today (Monday) in Hollywood. It is being produced by Desilu Productions in association with NTA. The release date on *Sheriff* is Oct. 1.

California National Buys Rights for Tarzan Tv Series

IN A TRANSACTION understood to total about $1 million, California National Productions Inc., an NBC subsidiary, has acquired the rights to produce the first "Tarzan" film series for tv, share in the control of all re-issues of old Tarzan features to theatres and tv, and handle all Tarzan merchandising, with the exception of publication rights.

The agreement between the NBC subsidiary and Sol Lesser, producer of the Tarzan features, was announced last week by Alan W. Livingston, president of CNP, who said "the demand to put Tarzan on television has been widespread for a long time." He added that the series of 39 new half-hour Tarzan tv programs will be offered for national sponsorship in January 1957. The series will be produced by CNP in Hollywood, with Gordon Scott in the title role.

Mr. Livingston reported that theatrical Tarzan features, in which California National shares distribution rights, now include 12 in reissue, plus one recently completed. All future Tarzan features will be distributed under the same arrangement, according to Mr. Livingston.

Earlier this year, Los Angeles Superior Court Judge William J. Palmer upheld a 1950 contract between Edgar Rice Burroughs Inc. and Commodore Productions & Artists Inc. giving exclusive radio rights and first option in tv to Commodore. Sol Lesser Productions explained, however, that Commodore failed to exercise the option and hence the Burroughs organization was free to make a tv pact with Lesser. Walter White Jr. of Commodore indicated to B•T Wednesday that the issue is not closed.

$2,165,000 Profit Reported By Warner Bros. Pictures

WARNER BROS. Pictures and subsidiaries last week reported a net profit for the nine-month period ended May 26 of $2,165,000, equal to 87 cents per share, compared with a net profit of $3,312,000, equal to $1.33 per share, in the corresponding period of 1955.

The company said that on July 26 it completed the $21 million sale to PRM Inc. of the company's library of feature films and short subjects released before Aug. 1, 1948. It added that $16 million was in cash. The $5 million remaining, Warner Bros. said, is payable in notes over a three-year period. Proceeds of the sale, the company reported, will be treated as a capital gain by the U. S. Treasury.

Elektra Films Organized

ELEKTRA Film Productions, New York, has been organized by Abe Liss in association with Samuel Magdoff for the production of entertainment and tv film commercials. Studios and headquarters have been established at 16 E. 52d St., New York 22, N. Y.

Mr. Liss recently was vice president in charge of animation for Transfilm Inc., New York. Mr. Magdoff, who will supervise production for Elektra Film and serve as business manager, formerly was on the film production staff of the Phil Silvers' show, *You'll Never Get Rich,* on CBS-TV.

Disney Denies Charges In Kirk Douglas' Suit

WALT DISNEY has denied all accusations of invasion of privacy claimed by actor Kirk Douglas in a $415,000 damage suit filed in Los Angeles Superior Court in connection with the showing on ABC-TV *Disneyland* of film clips of the actor taken during a party at Mr. Disney's home [B•T, Aug. 6]. Mr. Douglas was shown riding in Mr. Disney's minature train. The suit named sponsors, agencies and ABC-TV as well as Mr. Disney.

The court suit claims Mr. Douglas had been "enticed to Disney's home, ostensibly on a social visit" when the films were made. Later they were used on *Disneyland*. But Mr. Disney's legal counsel explained that when the films were made, Mr. Douglas was in the yard of the producer voluntarily and without invitation and actually cooperated in staging the film sequence and lining up the cameras.

Mr. Disney said the Douglas appearance on tv was for only 26 seconds and it is hard to believe that any actor who has appeared so often in films and on tv could be damaged in that amount of time.

In a new statement, Mr. Douglas said he has enjoyed working with Mr. Disney but such an "involuntary" appearance on tv should not go unchallenged because of the precarious tenure actors have in their professional security. "An actor, like a clerk, or butcher, or truck driver, expects to get paid for his work. It is neither right nor fair that a producer should exploit the actor's name, position and drawing power for commercial gain without paying for the actor's services," he said.

FILM SALES

INS Television Dept., N. Y., reports sales of *This Week In Sports* to WSYR-TV Syracuse and WBRE-TV Wilkes-Barre, Pa. (for Bethlehem Steel Co. sponsorship). INS also placed its facsimile service at WNBF-TV Binghampton, N. Y., and WFBG-TV Altoona, Pa., and its daily 35 mm transparency service to KCKT (TV) Great Bend, Kan., and Emissoras Associadas, Belo Horizonte, Brazil.

George Bagnall & Assoc., Beverly Hills, Calif. film distributor, reports sale of syndicated package *I Search for Adventure* on 30 stations of CBC-TV in Canada this fall to MacMilland & Bloedel Ltd., major Canadian lumber firm. Series is to begin on CBC-TV week of Sept. 1. Bagnall currently has show sold in 60 U. S. markets for various sponsors. MacMilland & Bloedel agency is Cockfield Brown & Co., Vancouver, B. C. *I Search for Adventure* is filmed by Television Adventure Film Co., Hollywood, with Jack Douglas as producer.

FILM PRODUCTION

CBS-TV, Hollywood, has signed actor Raymond Burr to play title role in network's new full-hour Erle Stanley Gardner *Perry Mason* mystery series which goes into pilot production in September for probable 1957 scheduling. Series is being packaged for CBS by Paisano Productions with Gail Jackson as executive producer.

Walter S. Schwimmer Co. and **Fred A. Niles Productions Inc.,** both Chicago, have scheduled new 26-week filmed *All Star Golf* series for national tv distribution next spring. Schwimmer firm will produce and distribute hour-long program, either for network or syndicated use, with filming handled by Niles organization. Initial shooting July 12-13 featured Sam Snead and Cary Middlecoff competing at Cog Hill Country Club near Lamont, Ill. Other famous golfers will appear in subsequent matches, with

continued from page 48

awards up to $100,000, and on courses in Florida and Southern California. Jack Brickhouse, WGN-TV Chicago sports announcer, is commentator.

Screen Gems Inc., television subsidiary of Columbia Pictures Corp., Hollywood, announces production of new tv comedy series to be titled *The Adventures of Ali and Baba.* Programs, to be produced by motion picture producer Sam Bischoff, will be based on tales from *The Arabian Nights.*

UPA Pictures, Burbank, Calif., to film Cervantes' *Don Quixote* for two-year theatrical showing and later tv syndication.

Lakeside Television Co., N. Y., syndicating *Bobo the Hobo,* children's film series. Miniature book musical show consists of 26 programs filmed in black-and-white and color and featuring words and music by George Lessner.

Theatrical Enterprises Inc., N. Y., has announced plans to produce half-hour tv film series, *Code J. D.,* based on files of juvenile delinquency cases of state and federal government agencies. Rocky Graziano, former world middleweight champion, will co-star in series to be filmed in New York.

FILM DISTRIBUTION

Jerome Balsam Films Inc., N. Y., has acquired U. S. and Canadian distribution rights to *Secret File, USA* tv series starring Robert Alda.

Association Films, N. Y., distributors of public service tv programs, making available to tv stations free, 29-minute documentary film highlighting recent 34th annual 4-H Club convention of 1,200 farm youth delegates. Narration of film, which features singers Allan Jones, Dorothy Collins, and sports stars Patty Berg, Tony Trabert, and Otto Graham, is by film star (and farm hobbyist) James Cagney. Film was underwritten by Firestone Tire & Rubber Co. Association also is making available free to tv stations 13½ min. film, highlighting accomplishments of World Bank on occasion of its tenth anniversary. Firm in addition is making available to stations two combination live-animated color films on Central American culture and industry, produced for United Fruit Co., N. Y., by John Sutherland Productions. Films run 13:30 minutes and are available at no cost in color or black-and-white.

FILM PEOPLE

Seymour Reed, treasurer and director of Official Films Inc., N. Y., elected secretary-treasurer, and **Grace Sullivan,** with Official since 1953, elected assistant secretary. Miss Sullivan formerly was on Pres. Eisenhower's White House administrative staff and before that was with Mr. Eisenhower at Columbia U.

Arthur J. Miller, technical director, Pathe Laboratories, L. A. film processor, appointed general manager of eastern operations, with headquarters in New York. **Lew Mansfield** promoted to plant manager of N. Y. laboratory.

Robert Warwick, Ross Elliott, Michael Pate, Robert Griffin, Tom Fadden, Ted DeCorsia, Kenneth MacDonald, Paul McGuire and **William Challee** all signed for roles in TCF Television Productions Inc.'s *Broken Arrow* series.

William C. Wescott Jr., 33, independent tv producer and publicist for Greek Theatre, L. A., fatally shot at his apartment Aug. 3. Police are holding suspect.

26 new half-hours for the *Superman* series, which is in 150 markets. Flamingo also is distributing eight other series, including *Cowboy G-Men, Beulah,* and *Reporters Roundup,* which currently is in 146 markets.

Four Star Films Inc. is undertaking a heavy production schedule for the coming season. In addition to producing two new CBS-TV series, *Hey, Jeannie* and *Dick Powell-Zane Grey Theatre* and with pilots ready for *Richard Diamond* and *Arizona Ames,* Four Star has the weekly *DuPont Cavalcade Theatre* running on ABC-TV and is making new films for three syndicated programs, *Stage Seven—Chevron of Stars, The Star and the Story* and *Four Star Playhouse*.

Four Star has a total of seven more shows in the planning stage. These include *Charles Boyer Presents* with Mr. Boyer as Paul Begere; *Roommates,* college series; *The Joker,* situation comedy; *Salvage Master,* underwater adventure; *Paradise Campus,* situation comedy at U. of Hawaii; *The River,* family comedy on Mississippi, and *Pass the Buck,* a quiz show.

Gallu Productions, headed by Sam Gallu, which has been filming *Navy Log* for telecast on CBS-TV, starts production next Monday (Aug. 20) in San Diego on a new series of 39 films for showing on ABC-TV beginning Oct. 17. American Tobacco Co. (Pall Mall cigarettes) will sponsor the ABC-TV series through Sullivan, Stauffer, Colwell & Bayles. Produced in cooperation with the U. S. Navy, the program presents personalized picture of Navy history and operations from the viewpoint of seamen concerned.

While filming his theatrical westerns at Kanab, Utah, producer Al Gannaway is making multiple pilots for a new tv series called

"OK, Pardner—just why *is* Toledo a leading market?"

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FILMS FOR FALL

continued

The Carl Smith Show. Two other tv series are in production there for syndication and are being filmed in color. These are *Daniel Boone* and *The Sheriff.* Mr. Gannaway has filmed two series in Nashville now running in syndication in 100 markets. His *Stars of the Grand Ole Opry* is distributed through Flamingo Films. Newer series is *Country Show.*

Guild Films Co. is handling distribution of ten other series, including *Liberace, Florian Zabach Show, Frankie Laine Show, Confidential File,* and *I Spy.*

Hygo Television Films is distributing for re-runs and original market purposes the *Crusade in Europe* tv film series.

Interstate Television Corp. is not planning any new programs for fall, but is making available to stations and advertisers 11 previously shown series, including *I Married Joan, Royal Playhouse, Counterpoint,* and *Public Defender.*

Kling Film Enterprises reports no new series ready for syndication but some under consideration. Among properties presently available are the *Hormel Girls* (45 shows), *Boxing From Rainbow* (26), *Paradox* (series of three-minute shorts) and *Old American Barn Dance* (26).

MCA-TV Has 27 Shows

MCA-TV recently released *The Rosemary Clooney Show,* which has started in 60 markets for Foremost Dairies. New episodes (39) are being produced for the half-hour *Dr. Hudson's Secret Journal.* MCA-TV also is distributing 25 other series, including *Federal Men, Man Behind the Badge, Waterfront, Curtain Call* and *City Detective.*

George Burns' McCadden Productions, a pioneer in the tv film field, is at a high level of activity producing three properties which continue their network exposure plus several new series and commercial spots for numerous national advertisers. On Wednesday the studio starts filming the seventh consecutive year of *Burns & Allen* for Sept. 10 starting date on CBS-TV with alternate sponsors Carnation Co. through Erwin, Wasey & Co. and B. F. Goodrich Co. through BBDO. Goodrich again will sublease its first six shows to General Mills. Mr. Burns pioneered the husband-wife comedy film field. New director-producer for the series this season is Rod Amateau.

Filming began last week on new episodes of *People's Choice* to be seen on NBC-TV starting Oct. 4. Alternate sponsors are Borden Co. through Young & Rubicam and Procter & Gamble through Compton Adv. *Bob Cummings Show* goes before camera Friday with new material to begin Oct. 4 on CBS-TV. Winston cigarettes through William Esty Co. alternates sponsorship with Palmolive soap (Bates Agency) and Halo Shampoo (Carl Brown Adv.). New director on the Cummings show is Norman Tokar. Paul Henning continues as writer-producer.

McCadden's production vice president, Al Simon, has filmed a pilot for what will be Mr. Burns' major drama venture titled *Courage.* Network and sponsor are not set. Script also has been prepared for *Delightful Imposter,* a proposed series to feature a suave man-about-the-world and his situation comedy adventures.

McCadden Commercial Productions Corp. is busy filming spots for accounts such as Toni, Maybelline, U. S. Steel, Betty Crocker, Weber's bread, Chevrolet, Carnation Co., Goodrich and Winston.

National Telefilm Assoc. also is offering advertisers and stations a group of filmed series, including *China Smith, Police Call, James Mason Show* and *Orient Express.*

NBC-TV films is offering 39 new episodes of *Badge 714,* starring Jack Webb, and 39 new episodes of *Life of Riley* tv film series. NBC-TV Films also is distributing re-runs of 17 other series, including *Frontier Adventures of the Falcon, Crunch and Des, Hopalong Cassidy* and *Victory at Sea.*

Official Films is offering 14 continuing shows for syndication, including *Dateline Europe, My Little Margie, Star Performance* (130 markets), *The American Legend* and *Scarlet Pimpernell.* In association with Sapphire Films, Official has produced 39 new episodes of *Robin Hood,* which has been renewed by Johnson & Johnson and Wildroot for presentation on CBS-TV in the fall.

Pine-Thomas-Shane Productions is in production this month on pilots for three new prospective tv series concurrent with filming of a feature picture for theatre release. First pilot, *Outpost,* features Les Barker, while Paul Monash will play in *Johnny Pilgrim,* being made for ABC-TV consideration. Third pilot is still unnamed but is adventure series by Ellis Marcus.

Continuing series in the RKO Television catalogue for fall are *Gang Busters, Uncommon Valor,* and *Greatest Dramas.*

Roland Reed Productions, in addition to new series of 39 half-hour *Adventures of the Sea Hawk* which began filming this month in Bermuda, has several other properties ready to be produced as pilots for new series. These include *The Great Mouthpiece, Alarm, Treasure Hunters* and *Men of Justice.* Roland Reed, which makes industrial and feature movies, has tv commercial subsidiary headed by Frank Bibas which turns out spots for national advertisers.

Hal Roach Studios, Culver City, Calif., has been a pioneer in independent television production. Last season under contract Roach filmed 17 shows for NBC-TV's *It's a Great Life,* now slated for syndication. Another such series was NBC-TV's *Life of Riley,* now taken over by the network's subsidiary, California National Productions. Roach also filmed 16 shows for CBS-TV's *You Are There* last year, as well as 18 episodes of NBC-TV's *Frontier* and 20 segments of *Great Gildersleeve* for the NBC Film Division.

Roach productions last season and this included 27 of the total 39 episodes of *Screen Directors Playhouse* which Eastman Kodak originally sponsored on NBC-TV and which switched to ABC-TV July 4 for the duration of its run, now completed. Roach is expected to syndicate the series with some of the 39 episodes serving as potential pilot films for a still newer series. *It's Always Sunday,* starring Dennis O'Keefe as a minister, will soon make the agency rounds, as will *Brush Roper,* western starring Walter Brennan. *Partners* is another prospect.

Roach has put 28 *Stories of John Nesbitt* in the can so far for AT&T sponsorship on CBS-TV and has completed 25 of the initial 39 episodes of *Code 3* for ABC Film Syndication. Rheingold Beer is sponsoring *Code 3* in about 40 markets, while Signal Oil making a major buy in West Coast markets.

This week Roach will have completed its 12th episode of the *Charlie Farrell Show* which has been on CBS-TV since July 2 as summer replacement for *I Love Lucy.* Unpopular with the critics, *Farrell* has rated high with viewers just as another Roach series, *My Little Margie,* did, winding up with two network runs and continuous syndication since.

Roach's tie-up with Vitapix is the second effort of the "film network" to succeed. Vitapix is the group of stations, some primary network affiliates, which banded together a few years ago to contract with Reub Kaufman of Guild Films. The stations were to clear time and Guild was to produce the shows and sup-

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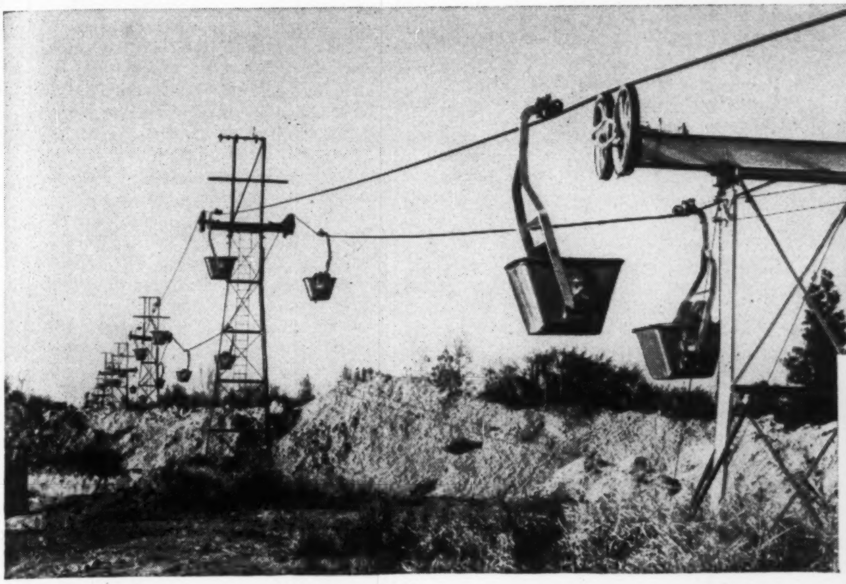
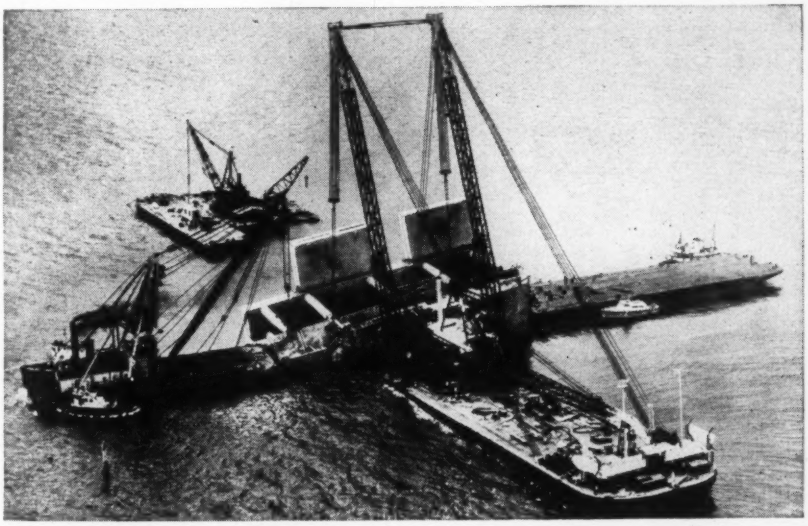


Swampland Bucket Brigade. This cable tramway stretches through 3½ miles of Georgia swamp, hauling clay to the plant of a brick company. The buckets are carried on an endless 30,000-foot length of USS Tiger Brand Wire Rope. In six years, the tramway has carried over a million tons of clay; it has reduced hauling costs by 66%.



The Greatest Lift In the World. That derrick is lifting 800 tons of dead weight—an all-time world record. The total uplift being exerted is over 1300 tons. To build the derrick and barge required about 2000 tons of steel, and 40 tons of welding rods were needed. Nine miles of Wire Rope are used in the rigging of this equipment.

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FILMS FOR FALL *continued*

ply the films. Mr. Kaufman came up with an assortment of musicals, *Liberace, Frankie Laine* and *Florian Zabach* among others, but no comedy or drama material. Eventually the plan petered out and as the network time situation became tighter and tighter, Vitapix was reorganized and this time linked with Roach. The studio's initial offering for Vitapix is a tv adaptation of *Blondie* starring Arthur Lake and Pamela Britton.

Studio owner and executive producer Hal Roach Jr. has gone on record as predicting the end of "pure syndication" and the advent of custom packaging in the manner of the Vitapix tie-up.

Movie producer Frank Ross has concluded a financing agreement with MCA for his first television venture, a pilot and series for the 1957 market which will star his wife, Joan Caulfield, featured in CBS-TV's *My Favorite Husband*. Series will be based on movie *A Lady Takes a Chance* which Mr. Ross produced ten years ago starring John Wayne and Jean Arthur.

Tv producer Bernard L. Schubert, currently filming another 39 episodes of *Crossroads* for Chevrolet next season on ABC-TV, is offering a new series under the title of *Key Witness*. He is co-producer and owner of *Topper*, first carried on CBS-TV and now repeating on NBC-TV for General Foods. Mr. Schubert has syndicated *Mr. & Mrs. North* in 110 markets and his tv series *Adventures of the Falcon* is syndicated by the NBC Film Division on 90 stations. He has revised and is syndicating *Movie Quick Quiz* in more than 30 markets.

Walter Schwimmer Co., which has just added distribution of *All-Star Golf* (produced by Fred A. Niles Productions) to its *Championship Bowling* series, and has started production on 26 new installments of the bowling programs, is also distributing nationally *It's Baby Time*, produced by United Film and Recording.

Screen Gems is making about 18 program series available for syndication and re-run, including *Father Knows Best, Ford Theatre, Captain Midnight*, and *Patti Page Show*. Screen Gems also has scripts on hand for various projected tv film series, most of which will be considered for production for the 1957-58 season. Among these are: *George Sanders Show*, which has been sold to NBC-TV for the 1957-58 season, plus *You Can't Take It With You, Call McCall*, and *Ivanhoe*.

Sterling Television Co. is offering no new series but is distributing new installments of *Bowling Time* (26 new one-hour programs). Sterling also is distributing seven other film series, including *I Am the Law, Public Prosecutor* and *Playland Films*.

Mark Stevens Productions, which is syndicating its NBC-TV *Big Town* through M & A Alexander under the title *Byline—Steve Wilson* has made pilots for two new half-hour series to be offered this next season. One is *The Mirror*, featuring Herbert Marshall as host and based on Norman Vincent Peale's *Guideposts*. The second is *The City*, an anthology produced in partnership with Four-Star Productions. Mark Stevens Productions also has in planning stage a new comedy series, *Allen Young & Co.*, and another called *Mysterious Traveler* with Vincent Price. Firm in addition is active in production of commercial spots for national advertisers.

Another major movie studio whose creative efforts are being tried in television is Republic Pictures, whose Studio City Television Productions is syndicating through the studio's Hollywood Television Service. Newest series offered includes *Frontier Doctor* starring Rex Allen and *Stryker of Scotland Yard*, the latter filmed in England. Already going in syndication are *Adventures of Dr. Fu Manchu* and *Stories of the Century*, the latter in second and third runs.

Studio City is working on another half-hour series titled *Statue of Liberty* in conjunction with the U. S. Immigration and Naturalization Service. Also in planning stage is *True Detective*, based on the crime magazine.

The television subsidiary of 20th Century-Fox, TCF Television Productions, is continuing its activity in tv by producing for the network market, although it is expected that some properties may go into the re-run syndication field later when sponsor contracts have run out.

TCF is filming the second year of *20th Century-Fox Hour* for General Electric on CBS-TV, the new series to begin Sept. 19. For Colgate Palmolive Co., TCF is filming in color *My Friend Flicka* on CBS-TV. Show will go into its second year later in the season.

Under the direction of Irving Asher, TCF executive in charge of production, the firm is planning production of two more series at a later date. One is based on a 20th Century-Fox movie of the same name, *How to Marry a Millionaire*, and will depict the adventures of three young girls in quest of marriage. Films will be made all over the world. The second is *Mr. Belvedere*, which like *Broken Arrow* was a one-shot on *TCF Hour*. Firm also is developing an untitled anthology property.

Among continuing series handled by TPA are *Foreign Legionnaire* (formerly carried on NBC-TV as *Captain Gallant of the Foreign Legion*), *Fury* (NBC-TV), *Private Secretary*, and nine other series.

More 'Ranger' Episodes

Jack Wrather's package *Lone Ranger* is filming its new series in color and is scheduled to begin Sept. 6 on ABC-TV. Last season's reruns are on CBS-TV. General Mills is sponsor in both instances. Mr. Wrather reportedly is close to an agreement with Robert Maxwell Assoc. for the purchase of *Lassie* tv series.

Ziv Television programs is continuing production on *Highway Patrol* (39 episodes), *Science Fiction Theatre* (39) and *Man Called X* (39). Ten other Ziv programs are still active in syndication, including *Cisco Kid, District Attorney, I Led Three Lives* and *Favorite Story*.

This season will see a distinct trend to use of cartoon animation for adult and family viewing, heretofore exclusively the realm of old movie cartoons for the youngsters. Both NBC-TV and CBS-TV will offer such programs, especially the latter, which is showing sponsors an elaborate weekly half-hour of UPA Pictures' *Gerald McBoing-Boing* at a reported cost of $62,000 per program, with one re-run right.

UPA last week announced that production is starting on a new theatrical cartoon series of 24 seven-minute musical and humorous vignettes to be released first in the United Kingdom under the title "UPA's Pair of Shorts." U. S. theatrical release will follow, with eventual tv syndication. UPA's contract with Columbia Pictures for 10 "Mister Magoo" and eight special cartoons each year has been altered to feature Magoo adventures only.

Meanwhile, John Wilson, Ned Herzstam and Hubbard Hunt, partners in Audio Visual Associates, have announced that their subsidiary firm, Fine Arts Productions, has completed the animated ballet "Petroushka" for a 15-minute segment of an upcoming color spectacular on NBC-TV this fall.

Shamus Culhane Productions has sold its pilots of a five-minute animation series *Why, Daddy?* to NBC-TV and the films have been used on *Howdy Doody*. Culhane also is working on 20-minute animation segments for Bell Telephone series to be produced by Frank Capra.

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NETWORK SALES GAIN 20.5% IN JUNE

Six-month billings this year are 18.9% over 1955 period. 1955, according to PIB data. ABC-TV whittles off some of the gap between itself and other two networks.

TV NETWORK gross time sales for June totaled $38,242,635, a gain of 20.5% over June 1955 billings, according to Publishers Information Bureau. The gross for the January-June period was $234,510,312, an increase of 18.9% over last year's corresponding six months.

Each of the networks shared in the billings rise, ABC-TV with $6,119,917 was 72.8% over its June 1955 total; CBS-TV with $17,935,789 gained 14.1%, and NBC-TV with $14,186,929, was up 15.9%. The percentage increase for the six months per network: ABC-TV, 76.8; CBS-TV, 13.7, and NBC-TV, 13.6.

Of interest: While ABC-TV trailed NBC-TV in gross billings for the first six months of last year by nearly $72 million and CBS-TV had chalked up more than four times the ABC-TV billing, ABC-TV for the first six months of this year has trimmed the difference nearly $4 million. CBS-TV had almost exactly three times the ABC-TV total for the first six months in 1956.

There was no appreciable difference in the gross billing edge of CBS-TV over NBC-TV—a fat $3.5 million for the month, and approximately $15.17 million for the six months.

PIB's network-by-network comparison of 1956 and 1955 tv network gross time sales for the first half of the year is given in the first two columns.

NETWORK TELEVISION

	June 1956	June 1955	% Change	Jan.-June 1956	Jan.-June 1955	% Change
American Br. Co.	$ 6,119,917	$ 3,542,304	+72.8	$ 38,481,155	$ 21,168,605	76.8
Columbia Br. Sys.	17,935,789	15,724,184	14.1	106,499,425	93,691,841	13.7
DuMont*	——	218,845	——	——	2,904,680	——
National Br. Co.	14,186,929	12,238,694	15.9	89,529,732	78,810,743	13.6
TOTAL	$38,242,635	$31,724,027	20.5	$234,510,312	$197,175,869	18.9

1956 NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
January	$ 6,382,046	$ 17,820,455	——	$14,695,116	$ 38,897,617
February	6,418,210	16,928,361	——	13,845,000	37,191,571
March	6,747,928	17,884,976	——	15,955,688	40,588,592
April	6,173,922	17,668,950	——	15,136,596	38,979,468
May	6,639,132	18,260,894	——	15,710,403	40,610,429
June	6,119,132	17,935,789	——	14,186,929	38,242,635
TOTAL	$38,481,155	$106,499,429	——	$89,529,732	$234,510,312

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* Effective Sept. 15, 1955, DuMont Television network changed from a national network to a local operation.

Winckler, Milford Promoted To New Positions by CBS-TV

PROMOTION of E. Carlton Winckler to director of production operations for CBS-TV and advancement of Robert Milford to succeed him as production manager of the CBS-TV program department were announced Friday.

Mr. Winckler, with CBS-TV since August 1951 and in his present post since March 1953, takes over his new duties immediately, according to the announcement by Edward L. Saxe, CBS-TV vice president in charge of operations. Mr. Milford's appointment, also effective immediately, was announced by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs.

Before joining CBS-TV as production manager in the operations department, Mr. Winckler was production manager and program director for ABC-TV in Hollywood, and before that was program director for the Don Lee Television Network. He has been in show business since 1924, when he started as a puppeteer with Tony Sarg's marionette theatre, and has served as technical director of New York's Roxy Theatre, general stage manager and technical director for many Billy Rose enterprises, and lighting and technical director for Ringling Bros. Circus. He has worked on 78 Broadway shows as a lighting and technical director.

Mr. Milford joined CBS-TV in December

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Nationally Represented by WEED AND CO.

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio

"WACKER"
The Leader
WAKR TOPS IN RADIO

1954 as associate production manager of the program department. He was production supervisor for NBC in 1951-52, and also had been engaged in production work in the legitimate theatre for 15 years. His previous television credits include Billy Rose's *Pitching Horseshoes* on ABC-TV and the *Three Steps to Heaven* and *Follow Your Heart* series on NBC-TV.

AYRES RESIGNS POST AS NBC RADIO HEAD

THE POST of vice president in charge of the NBC Radio Network was open last week for the second time in nine months, as NBC announced that Charles T. Ayres had resigned.

Mr. Ayres left a similar post at ABC Radio to become operating head of the NBC Radio Network last Nov. 1 [B•T, Nov. 7]. At that time, NBC was busy finalizing plans for its controversial *Weekday* variation of the weekend *Monitor* service. Since then, *Weekday* has been abandoned and new programming has been installed, by the *NBC Bandstand* series of live broadcasts by name bands, with Program Executive William R. Goodheart Jr. getting credit for the idea.

MR. AYRES

During the interim before appointment of a successor to Mr. Ayres—and spokesmen doubted that a successor would be named before the hectic political nominating conventions are over—administration of the NBC Radio Network is being supervised largely by Mr. Goodheart, Program Director John P. Cleary and Sales Director Fred Horton. All report to NBC President Robert W. Sarnoff.

When he moved to NBC, Mr. Ayres succeeded William H. Fineshriber Jr., who had left the post some nine months earlier and who now is a vice president of Television Programs of America. In that interim period, direction of the radio network was handled by Mr. Sarnoff in addition to his other responsibilities. At that time he was executive vice president of NBC.

Mr. Ayres joined ABC in 1948, serving successively as eastern sales manager for ABC Radio, director and later vice president in charge of radio sales and vice president in charge of the radio network. Before that, he was vice president and general manager of radio-tv at Ruthrauff & Ryan, where he served for 13 years, and prior to that was with Hanff-Metzer agency and National Carbon Co.

His future plans were not announced.

Two Join ABC Radio

TWO new affiliations with ABC Radio were announced last week. Affiliation of KGAK Gallup, N. M., was reported jointly by Merle H. Tucker, president of Thunderbird Broadcasting Co., and Edward J. DeGray, ABC Radio station relations director. KGAK operates on 1330 kc with 5 kw day and 1 kw nighttime.

Also signed was KCNO Alturas, Calif., with the announcement made jointly by Mr. DeGray and Henry J. Chandler, president of Interstate Broadcasting Co. The station operates on 570 kc with 1 kw.

$3.5 MILLION SOLD BY ABC, CBS RADIO

All sales are in daytime programming time periods and include four sponsors new to network radio.

SEASONAL pre-fall selling in network radio received added impetus last week as sales representing about $2.5 million for CBS Radio and approximately $1 million for ABC Radio were reported. The added gross billings in both cases were in daytime schedules.

Seemingly underscoring its push for a sellout of its daytime programming schedule for fall [B•T, Aug. 6], CBS Radio reported a new purchase, representing $1 million in gross billings by Slenderella International (see story, page 60) and that Colgate-Palmolive has doubled an earlier $1.5 million order placed in May. The earlier contract is for 10 segments (each 7½ minutes) weekly in *Backstage Wife, Our Gal Sunday* and *Second Mrs. Burton*.

The new C-P sale is for an additional 10 segments weekly, for a total of 20 per week during the daytime hours between 10 a.m. and 3:30 p.m. C-P's new signing, a 52-week contract, placed through Ted Bates, William Esty, Bryan Houston and Lennen & Newell, is effective Sept. 2 and is in behalf of its Ad, Ajax cleanser, Colgate dental cream and Fab products. By its purchase, C-P adds five segments per week to the daytime serial buys of last May while adding five segments within the Monday-Friday daytime schedule in a program not yet designated.

Thus, in relatively a short period, CBS Radio has reported sales increasing its gross billings by some $4 million. In addition to Slenderella, the new C-P contract, the total includes the Standard Brands purchase of about $1.5 million [B•T, Aug. 6].

Nine advertisers—four of them said to be using network radio for the first time—represented the $1 million gross pickup by ABC Radio. All purchases are in the morning schedule. Also, ABC reported renewals of two morning advertisers.

Network Newcomers

The four new to network radio are Atlantis Sales Corp. (French's bird seed), Rochester, N. Y.; Haysma Co. (anti-hayfever preparation), Chicago; McIlhenny Co. (Tobasco), Avery Island, La., and Mishawaka Rubber & Woolen Mfg. Co. (Summerettes—women's casual fabric shoes), Mishawaka, Ind. The other five advertisers include Bristol-Myers Co. (separate buys for Bufferin, Sal Hepatica and Trushay hand lotion); the Drackett Co. (purchases on behalf of Dazy and Twinkle, other buys for Drano and Windex), Cincinnati; General Foods Corp. (separate purchases for Jell-o and La France); State Pharmacal Co. (All-in-One vitamin reducing capsules), Chicago, and Ex-Lax Inc., Brooklyn.

Programs involved in the ABC purchases are *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT), *My True Story* (Mon.-Fri., 10-10:30 a.m. EDT) and *Jack Paar Show* (Mon.-Fri., 11:15-11:30 a.m. EDT). ABC spokesmen claimed that as a result of the new business, *Breakfast Club* now is 85% sold for the fall and the radio network's entire morning lineup is nearing a point of being three-quarters sold.

Included in the *Breakfast Club* purchases were Bristol-Myers, through Young & Rubicam, New York, for segments at various starting dates from last July 30 to Sept. 7, for its Bufferin, other segments at various effective dates from last Monday to Sept. 14, for Sal Hepatica, also Y&R, and segments on Thursdays and Fridays starting Oct. 4 for Trushay (through BBDO, New York); Drackett, four segments weekly starting Oct. 1, through Ralph H. Jones Co., Cincinnati, another segment, Wednesdays, Thursdays and Fridays, starting Oct. 3 for Drano and Windex, via Young & Rubicam; General Foods, one segment on Wednesdays, Thursdays and Fridays for Jell-o, through Young & Rubicam, beginning last Wednesday, three segments per week for 26 weeks starting Oct. 1 for La France, also Y&R; Haysma, through O'Neil, Larson & McMahon, Chicago, one segment daily Aug. 15 through Aug. 31; Mishawaka, through Campbell-Mithum, Chicago, two segments weekly starting April 1, 1957; State Pharmacal, through Schwimmer & Scott, Chicago, a Monday segment starting Sept. 10.

Ex-Lax, via Warwick & Legler, New York, will sponsor three segments weekly of *My True Story*, starting Aug. 15, and Atlantis, will sponsor three segments weekly starting Sept. 10, via Richard A. Foley Adv. Agency, Philadelphia.

McIlhenny, which signed for two segments weekly starting last Wednesday, was the first sponsor of ABC Radio's new *Jack Paar Show*. Agency is Scheideler & Beck, New York.

The renewals were each for two segments weekly on *Breakfast Club*. They included Sandura Co. (floor and wall coverings), through Hicks & Greist, New York, for 13 weeks, starting Aug. 30, and Dixie Cup Co. (paper cups), Easton, Pa., also via Hicks & Greist, effective Aug. 20.

Viewers Voting 5-4 Against Bergman Appearing on Tv

VIEWER poll as to the desirability of Ed Sullivan inviting motion picture actress Ingrid Bergman to make a personal appearance on his CBS-TV show next fall was running last week about 5 to 4 against.

Latest count last week showed 10,247 against and 8,775 in favor, with 4-5,000 letters still not tabulated. As many as 20,000 letters had been received. Some letters did not take a position but merely commented on the topic raised by Mr. Sullivan, himself, a few weeks ago when he asked viewers to make their position known to him.

Mr. Sullivan had reported some time ago that officials connected with a motion picture ("Anastasia") being filmed abroad and starring the Swedish-born actress, had agreed to a personal tv appearance of Miss Bergman on his show. A U. S. visit would be the first for Miss Bergman in seven years.

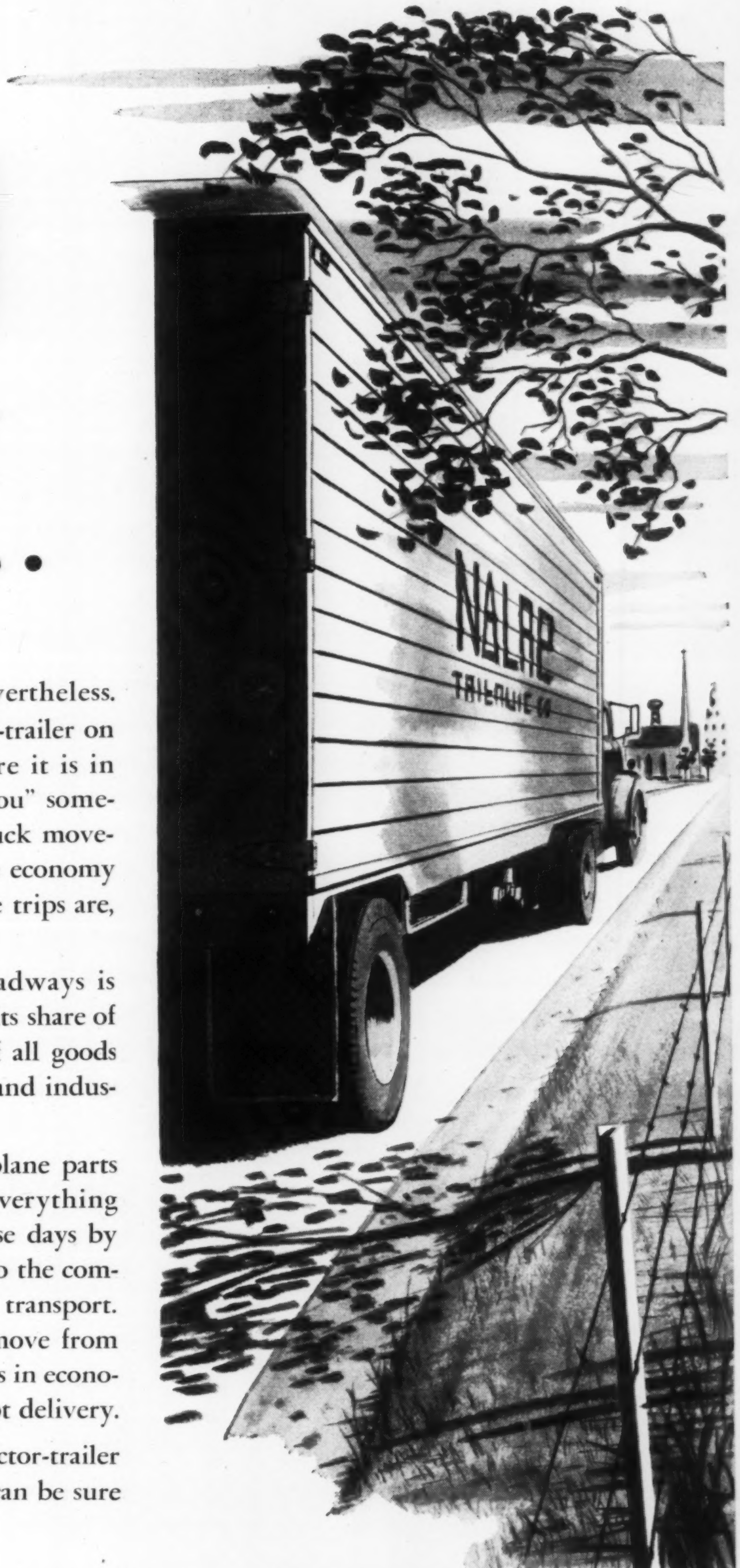
Meanwhile, columnist Walter Winchell, who comes up with a new variety show on NBC-TV, starting Oct. 5, was quoted last week as suggesting that perhaps Miss Bergman might appear on his program.

Ed Sullivan Sidelined By Serious Auto Crash

ED SULLIVAN, CBS-TV star and host of his highly-successful Sunday night variety show, was confined to the hospital as a result of an auto accident last week. Comedian Phil Silvers was slated to handle Mr. Sullivan's chores on last night's (Sunday) program. Mr. Sullivan, 53, was recovering from injuries—including a broken rib—suffered when he was involved in an early morning head-on auto crash Monday about a dozen miles from his Southbury, Conn., farm after having put on his show at McGuire Air Force Base, Fort Dix, N. J.

YOU

asked for this trip . . .



HARD TO BELIEVE? It is true, nevertheless. Any time you see a truck or tractor-trailer on street or highway, you can be sure it is in response to the needs of some "you" somewhere. And because the total of truck movement lies at the heart of our whole economy—our high standard of living—those trips are, in the final analysis, for *you.*

No truck moving over the roadways is pleasure-bent. Rather, it is carrying its share of the three out of every four tons of all goods moving in the nation's agriculture and industry which are hauled by truck.

Everything from apples and airplane parts to zircons and zinc—including everything you eat, wear and use—travels these days by truck, because only the truck can do the complete job among all forms of land transport. No other kind of transport can move from door to door with all that this means in economy, minimum handling and prompt delivery.

Next time you see a truck or tractor-trailer on the streets and highways, you can be sure it is working for *you.*

ATA

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

Swing your partner!

the audience will sashay your way when you swing to planned programming, with selections from Sesac Library's "A" Section of round and square dance music

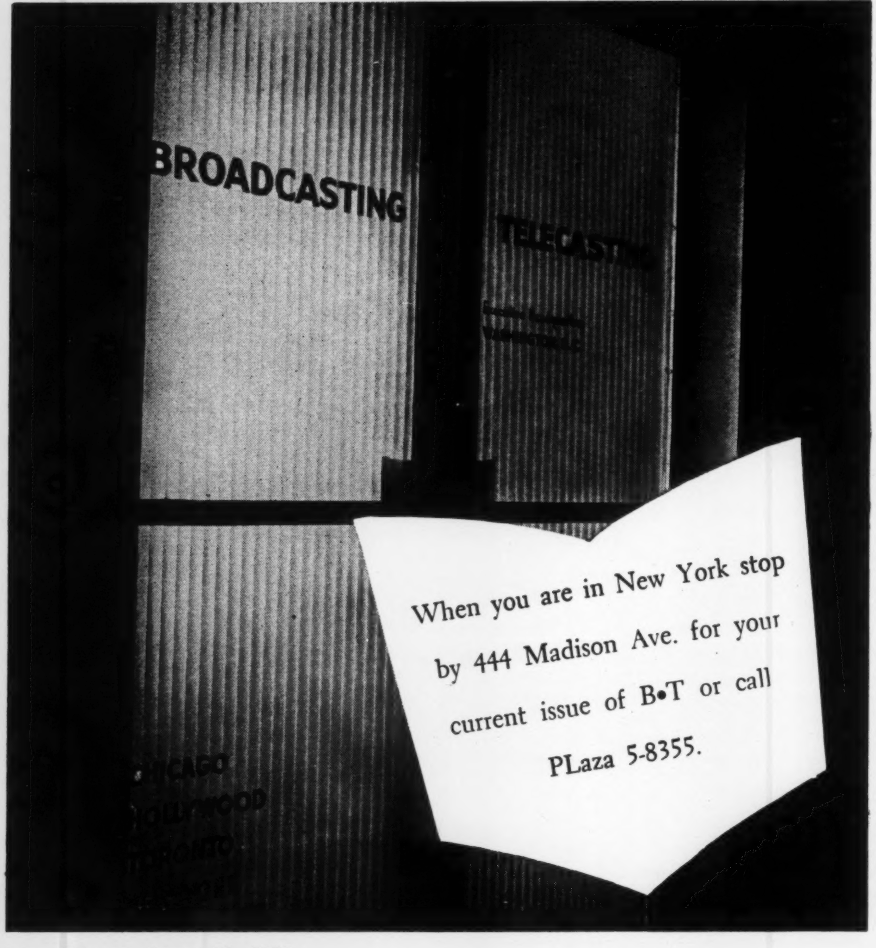
Rosalie Allen
Oscar Brand
Down Homers
Ed Durlacher
Tex Fletcher
The Songspinners

and many other outstanding artists

send for audition disc

THE SESAC TRANSCRIBED LIBRARY
(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19



When you are in New York stop by 444 Madison Ave. for your current issue of B•T or call PLaza 5-8355.

MONROE RESIGNS MBS PROGRAM POST

ROBERT A. MONROE resigned Friday as Mutual's vice president in charge of programming to devote his time to a new, multi-million-dollar broadcasting-recording-feature motion picture enterprise. MBS President John B. Poor named his administrative assistant, Brad Simpson, a broadcast veteran, as successor, effective immediately.

MR. MONROE

Mr. Simpson, who operated his own radio program production firm in Cincinnati before joining Mutual last February as Mr. Poor's administrative assistant, has more than 25 years in radio, television and motion pictures as writer, director and producer.

A "syndicate" reported to have $5 million invested in the operation with which Mr. Monroe is associated will enter multiple radio station ownership (and perhaps tv later), as well as feature film production and recording. Mr. Monroe told B•T that details of the organization—its plans and persons associated with it—would be made public at a later date.

RAM Has Options

The broadcast activities will be lodged within RAM Enterprises, New York, of which Mr. Monroe is president. Mr. Monroe said that to date RAM has purchase options on three radio stations, all independents, on the Eastern Seaboard, two in major markets and the third in a secondary market.

The motion picture activity will be operated by Laury Assoc., New York, of which Mr. Monroe is secretary-treasurer. Recording will be handled by a third operation as yet untitled.

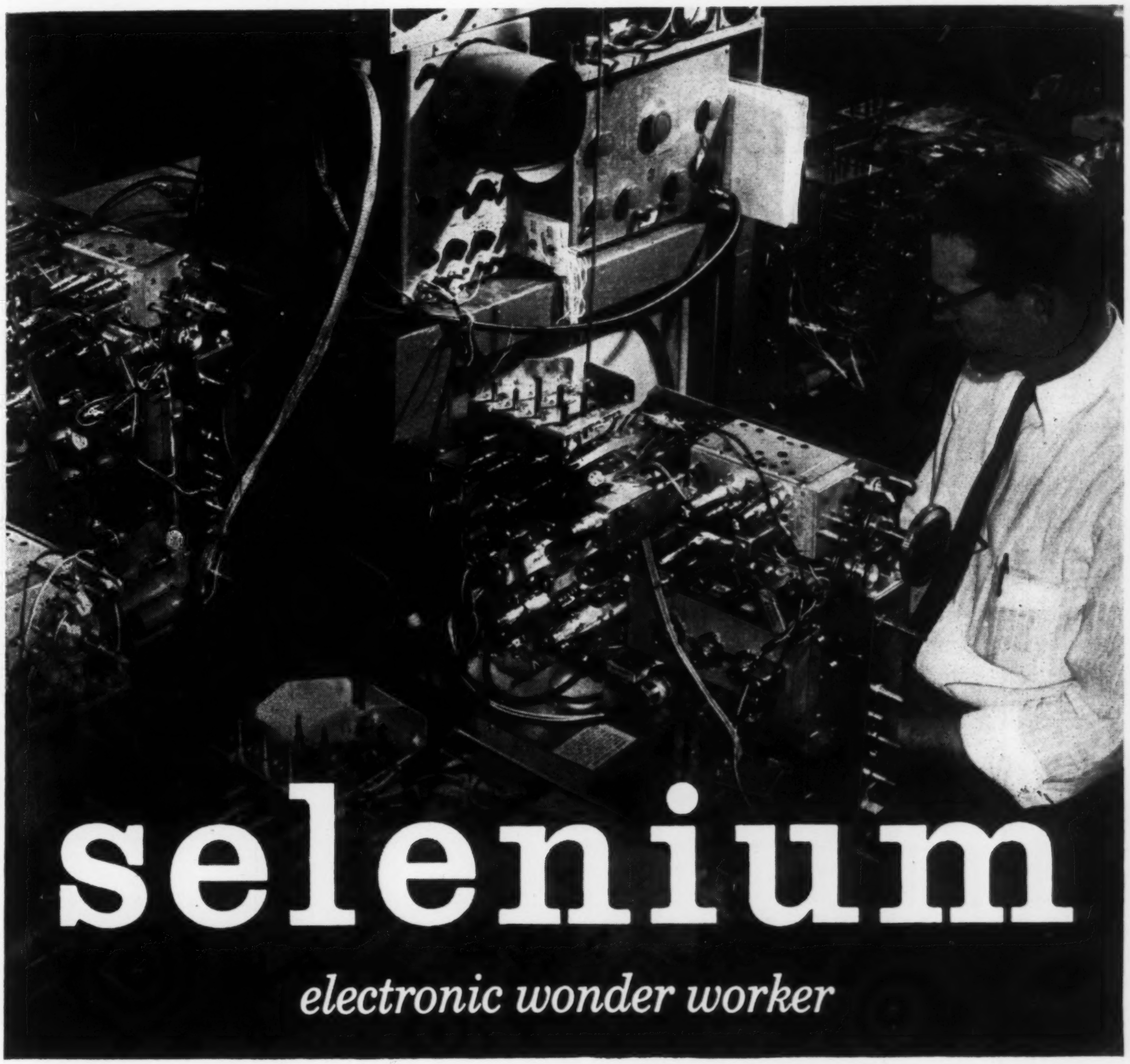
Of the $5 million invested, it was understood that approximately $3 million is being put into the broadcasting operation and the other $2 million applied to the recording and motion picture arms. Mr. Monroe said RAM Enterprises actually has been operating as a radio production firm of his own for some five to six years. Plans for the new expansion and the multi-million-dollar investment have come, however, only within the past four months.

Before he joined Mutual as vice president in charge of programming, Mr. Monroe was engaged in production activities where he had created several network radio and tv properties. He had been in this type of work for some 20 years, associated with station and network operations. He also had been in announcing and writing of radio shows.

Creates New Concepts

Mutual hired Mr. Monroe to create new concepts in radio programming and selling. Last week he told B•T: "I was hired to do a job, which, I now feel, has been completed."

In another change announced by Mr. Poor, Arthur (Art) Gleeson, an MBS sportscaster since 1950, was named sports director at Mutual succeeding John H. (Jack) Burnett, who resigned because of ill health. Mr. Gleeson has been one of a quartet of sportscasters on Mutual's *Game of the Day* baseball broadcasts. He continues those activities.



Deep in this electronic maze is an important non-metallic element called selenium, a by-product of copper refining. It's the heart of current rectifiers that change alternating current to the direct current so necessary for the operation of radio, TV, and electronic test equipment. Selenium rectifiers are in demand because of their dependability, low heat loss, small size, and low cost.

Selenium and its compounds are used for such varied applications as photoelectric cells and light-sensitive devices; in the glass industry as a decolorizer; as an alloying element in metals; in pigments, enamels, rubber, pharmaceuticals, and a host of other products to which it imparts unique properties.

Selenium is one of the products not always associated with Anaconda, yet in 1955, this Company produced more than 10% of the combined selenium output of the United States and Canada.

Other important Anaconda Products, listed below, represent the most extensive line of non-ferrous metals and metal products available to industry.

56267A

The ANACONDA Company

Anaconda Aluminum Company
International Smelting & Refining Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company

PRODUCERS OF: *Copper, zinc, lead, aluminum, silver, gold, platinum, palladium, cadmium, tellurium, uranium oxide, nodulized manganese ore and standard ferromanganese, treble-superphosphate, arsenic, bismuth, indium.*

The American Brass Company
Anaconda Wire & Cable Company

MANUFACTURERS OF: *Copper and aluminum electrical wires and cables: copper, brass, bronze and other copper alloys in such forms as sheet, plate, tube, pipe, rod, wire, forgings, stampings, extrusions, flexible metal hose and tubing.*

Advertisement

From where I sit
by Joe Marsh

Turned Out To Be a Good Break

We had a water main break last Thursday. Happened early in the morning—about two a.m.—and the first thing most of us knew about it was when we tried to turn on the faucets and nothing came out but a hissing noise.

Nobody was inconvenienced much though. Repair crew went right to work—and things were fixed up in jig time.

Incidentally, the water company got a flood of payments on *overdue bills* that day. Lots of "forgetful" folks must have figured they were being warned!

From where I sit, sometimes our obligations slip our minds. Like the responsibility we all have to our communities . . . to see that our neighbors enjoy the right to decide for themselves how to work, how to vote, whether or not to enjoy a bottle of beer. Any time we "forget" we owe this right to others, *we take a chance on stopping the flow of tolerance that makes this country such a grand place for us to live in.*

Joe Marsh

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NBC Says 216 Outlets Are Ready to Air Color

A TOTAL of 216 television stations were equipped to rebroadcast network color programs as of July 1, according to a report issued last week by NBC.

The report showed 112 NBC-TV and 116 CBS-TV affiliates so equipped. Of these, it was pointed out, 12 are duplications, being affiliated with both NBC-TV and CBS-TV. The 216 include all of the basic affiliates and "most of the more important optional market stations" of both networks, the report asserted. It added, however, that NBC has color-equipped affiliates in several areas where CBS-TV does not—including Springfield, Mass.; Duluth, Minn.; Knoxville, Tenn., Augusta, Ga., and Wheeling, W. Va.—while CBS-TV is color-equipped in several markets where NBC-TV is not, among them Madison, Wis.; Terre Haute, Ind., and Saginaw, Mich. ABC-TV has not yet entered the colorcasting field.

The report estimates that the number of NBC-TV affiliates equipped to carry network color will reach 120 by Oct. 1 and 134 by Jan. 1. Among NBC-TV affiliates, the number equipped for local colorcasting was reported and projected as follows, according to type of local color equipment:

As of approximately	Local Slide	Local Film	Local Live
July 1, 1956	38	37	18
Oct. 1, 1956	42	40	24
Jan. 1, 1957	50	47	30

The report estimated that close to 91% of all U. S. homes and 93.6% of all U. S. tv homes were in areas of NBC-TV stations capable of broadcasting network color programs as of mid-1956. These figures are expected to reach 91.3% and 94.2%, respectively, by Oct. 1 and go even higher by the first of the year, it was estimated.

The report was prepared by Hugh M. Beville Jr., NBC vice president and director of research and planning.

Affiliates Group Praises NBC-TV on Programming

NBC-TV won the commendation of affiliates last week in three areas of programming.

The NBC-TV Affiliates Executive Committee, meeting Wednesday in New York, adopted a resolution praising the network for obtaining (and selling) the radio-tv rights to the World Series and All Star baseball games, for its coverage of the *Andrea Doria-Stockholm* sea tragedy, and for "the outstanding improvement in daytime programming, resulting in an impressive increase in NBC's daytime audience."

Authorities said the programming matters were the principal subjects of discussion.

NBC obtained broadcast rights to the World Series and All Star games for the period from 1957 through 1961, at a price of $3,250,000 a year, in a contract announced last month by Baseball Commissioner Ford C. Frick. Gillette Safety Razor Co., through Maxon Inc., will sponsor the events as in the past [B•T, July 9].

Walter J. Damm of WTMJ-TV Milwaukee, chairman of the Affiliates Committee, announced unanimous adoption of the resolution. Other committee members: Lawrence H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit; Jack Harris, KPRC-TV Houston; Robert B. Hanna Jr., WRGB (TV) Schenectady; William W. Warren, KOMO-TV Seattle; Fred C. Mueller, WEEK-TV Peoria, Ill.; James H. Moore, WSLS-TV Roanoke, Va., and Gene De Young, KERO-TV Bakersfield, Calif.

3 ears are better than 2
MEALS
DISH WASHER
BUILT-IN BABY SITTER
FLOOR WAXER
CLOTHES WASHER
DRYER
SOCK DARNER
ETC

ESPECIALLY when they're listening to your commercials

and in the Portland, Oregon Market
KOIN-Radio
delivers
1/3 MORE audience
than any other station

SOLID LEADERSHIP
☆ Morning, Afternoon, Night.
☆ 46 of the 48 top weekday quarter hours.
☆ All 10 top daytime shows.
*March-April 1956 Pulse, Inc. Portland Metropolitan Area.

KOIN Radio
Portland, Oregon
Represented Nationally by
CBS Radio Spot Sales

NBC-TV WILL CARRY MORE SPECTACULARS

MORE THAN 85 spectaculars and special shows will be presented by NBC-TV during the forthcoming 1956-57 season, Thomas A. McAvity, vice president in charge of the tv network, announced last Friday. This total, he said, represents a gain of almost 19% over the number presented during the past year.

The announcement coincided with issuance of major realignments in the network's program plans for five nights of the week during the fall season. The realignments, under study for several weeks, conform generally with earlier speculation regarding probable changes [CLOSED CIRCUIT, July 30]. They include:

(1) In the Sunday 9-10 p.m. EDT periods, Goodyear and Aluminum Co. of America reduce their presentations to a total of 42 (20 for Goodyear, 22 for Alcoa), *Goodyear* starting Oct. 7 and Alcoa Oct. 14. The *Chevy Show* will be seen in this spot once a month, starting Oct. 21, and on Fridays at 9-10 p.m. once a month, starting Oct. 5. Bob Hope will star in six to eight of these shows, beginning Oct. 21, and Dinah Shore will appear in 10, starting Oct. 5. It is planned for the two stars to alternate between the Sunday and Friday time spots. Mr. McAvity said that although Goodyear and Alcoa will present fewer shows this year than last, the production budgets of each will be increased so that "more spectacular presentations" will be seen.

(2) Two half-hour shows—*Big Surprise* quiz show and *Noah's Ark*, a color film series—will go into the Tuesday 8-9 p.m. EDT period, starting Sept. 18. Purex Corp. and Speidel Corp. will alternate sponsorship of *Surprise* at 8 p.m. and Liggett & Myers Tobacco Co. will sponsor *Noah's Ark* at 8:30.

(3) *People Are Funny* moves from Saturday at 9-9:30 to *Big Surprise's* old time spot, Saturdays at 7:30-8 p.m., effective Sept. 15. Toni Co. and R. J. Reynolds Tobacco Co. will alternate sponsorship.

(4) *Most Beautiful Girl in the World*, quiz show with $250,000 top prize, goes into the Monday 9-9:30 p.m. segment Sept. 24 under Revlon sponsorship [B•T, Aug. 6].

Other special NBC shows include *Producers Showcase* (every fourth Monday, 8-9:30 p.m.), *The Saturday Night Spectacular* (every fourth Saturday, 9-10:30 p.m.), *Hallmark Hall of Fame* (five 90-minute dramas on Sunday and one on Wednesday evening), as *Wide Wide World, Project 29, Telescope* and *NBC Television Opera Series*."

Huntley to Share 'Caravan'

NEWSCASTER John Cameron Swayze may be replaced on NBC-TV's *News Caravan* (Mon.-Fri., 7:45-8 p.m. EDT), with which he has been identified for more than seven years. Network authorities said last week that starting Oct. 1 Chet Huntley, who now conducts the Sunday afternoon *Outlook*, will take over part of the *Caravan* newscasting chores and may eventually succeed Mr. Swayze altogether. The division of time between Mr. Swayze and Mr. Huntley has not yet been worked out, but they would not both appear on the same show.

Mr. Swayze's contract as newscaster on *Caravan* expires at the end of September, it was reported. He is understood to have another contract with NBC, however, which calls for his participation in special programs, and this is said to extend over approximately the next two years. In the past he has appeared on occasional *Armstrong Circle Theatre* documentaries and on other special shows.

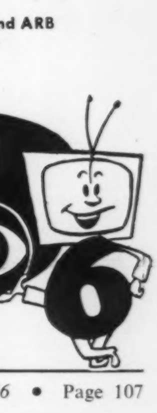
2 heads are better than 1

Especially when they're watching your commercials
and in the Portland, Oregon Market
KOIN-TV
delivers over
TWICE
the audience of any other station

CHECK THE RATINGS
- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

KOIN-TV
Channel 6
Portland, Oregon
CBS



Represented Nationally by
CBS Television Spot Sales

Educational Tv System Completed in Alabama

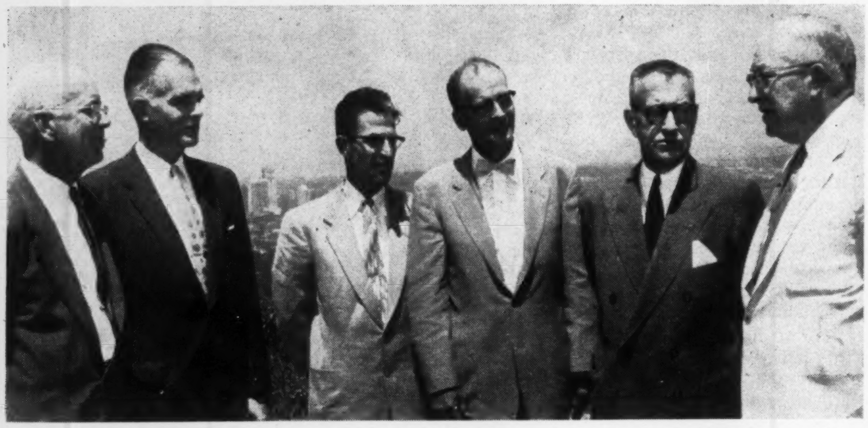
THE NATION's first statewide and state-supported educational television network came into being last Wednesday when WAIQ (TV) Andalusia went on the air, marking the completion of a system that also includes WBIQ (TV) Birmingham and WTIQ (TV) Munford. The latter two stations have been telecasting since early in 1955.

Joined by microwave relay, the three stations telecast programs simultaneously from originating studios of the U. of Alabama, Tuscaloosa; the Alabama Polytechnic Institute, Auburn, and from the Greater Birmingham Area Educational Television Assn.

The studios and transmitter stations of the network have the same type of telecasting equipment found in many of the larger commercial stations. WAIQ has 100 kw of effective radiated power; WTIQ, 316 kw and WBIQ, 30 kw.

The network currently is programming 45 hours a week to approximately 90% of the state's area, going on the air at noon each weekday and broadcasting to 9 p.m. About 30 hours a week is devoted to live programs.

Among officials attending the inauguration of the network last week were Dr. W. R. G. Baker, president of the Radio-Electronics-Mfrs. Assn. and a GE vice president, who was principal speaker; Gov. James E. Folsom; Dr. Robert Button, director of the Voice of America; Dr. O. C. Carmichael, U. of Alabama president, and Milton K. Cummings, president of the Alabama Educational Tv Commission.



ATTENDING the luncheon in Birmingham, Ala., inaugurating the nation's first statewide tv network in Alabama are (l to r) Ralph Draugham, president of Alabama Polytechnical Institute; Robert Button, Voice of America director; W. J. Morlock, general manager of GE Technical Products Dept.; Ralph Steetle, executive director of the Joint Committee on Educational Tv; Dr. W. R. G. Baker, vice president of GE and president of RETMA, and Dr. Oliver Carmichael, president of the U. of Alabama.

Kellogg Makes Educ. Grant

U. OF ILLINOIS trustees a fortnight ago accepted a $141,000 three-year grant from the W. K. Kellogg Foundation on behalf of the National Assn. of Educational Broadcasters for its Kellogg radio-television project. The grant extends a previous five-year contribution and is "terminal" in nature, expiring June 30, 1959.

Harry J. Skornia, executive director of NAEB, is director of the Kellogg project and journalism lecturer at the U. of Illinois.

L. A. Educational Tv Ok'd

A SMALL SCALE television program at the junior college level has been authorized by the Los Angeles Board of Education by a 4-to-3 vote which provides $50,000 for personnel and initial equipment. The in-school project is slated for 1957. The action was taken when the Ford Foundation's Fund for the Advancement of Education turned down an application for an experimental $750,000 three-year project because the school board failed to give unanimous approval to the larger project.

THE L.B. Wilson STATION
WCKY
CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION
WCKY
CINCINNATI OHIO

Ziv Radio Production Sets Waring Syndicated Program

IN A move marking Fred Waring's entry into the syndicated radio field, Ziv Radio Productions announced last week that production has begun on *Fred Waring and His Pennsylvanians* radio program. Ziv Radio will offer stations five, one-half hour radio programs a week for late September release.

Sales drive on the show, described as Ziv's first transcribed radio series in more than a year, is scheduled to begin today (Monday), according to Ben Philley, general manager of Ziv Radio. An intensive promotion and merchandising program is planned by Ziv for the program, including personal appearance tours by the Waring organization.

Mass. UP Clients Organize

UNITED PRESS has announced that plans now are underway to establish an association of UP client radio-tv station executives in Massachusetts. Similar groups are operating in other states throughout the country. Initial work for the organization plan is being conducted out of UP's Boston office in conjunction with an "organization committee."

Personnel involved in setting up the new group include C. R. Woodsum of UP; Richard Adams, WKOX Framingham; Walter Kearsey, WBRK Pittsfield; John J. Hurley, WNEB Worcester; Gordon Swan, WBZ-TV Boston; Keith Field, WARA Attleboro; Sherwood J. Tarlow, WHIL Medford; Alexander Milne, WHMP Northampton; Harvey Struthers, WEEI Boston, and Paul Mills, WBZ Boston.

AT&T Names MacFarland

APPOINTMENT of F. Ralph MacFarland as division commercial manager of AT&T's Long Lines Program Div.—New York group serving the nation's radio and television networks—was announced last week. Mr. MacFarland succeeds Robert E. Gradle, who has been appointed Washington, D. C., Div. commercial manager. Mr. MacFarland was in charge of the Program Div. from 1942 until 1955, but for the past year has served in area headquarters in White Plains, N. Y.

INS Expansion Underway

AS part of an expansion program at International News Service, Kingsbury Smith, vice president and general manager, has announced the appointment of William Griffin as business representative in New York state and New England and of Michael Griffin as a salesman in the central division in Chicago. William Griffin formerly was publisher of the *New York Enquirer*. Michael Griffin has held various editorial posts with newspapers in Madison, Chicago and Louisville and with *Time* magazine in Washington.

PROGRAM SERVICE PEOPLE

William D. Gargan Jr., west coast manager, TelePrompTer Corp., resigned. He has not announced future plans.

Graham Gladwin, former owner of Ace Productions, San Francisco advertising agency, has formed Winco Enterprises, 1354 Ventura Blvd., Sherman Oaks, Calif., to publish "easy listening" music for radio under BMI license. Discs and tapes are being offered especially for storecast type operations.

Robert F. Dirkes, director of facsimile and private wire services, Western Union Telegraph Co., N. Y., appointed assistant vice president of department, and succeeded by **Harry M. Saunders,** former assistant director. Other WU appointments: **Joseph D. Johnson,** director of sales and services, to assistant vice president, and **Paul H. Greer** and **I. N. Willis,** as assistant directors, sales and services.

John R. Willoughby, with United Press since 1954 as staffwriter, to manager of Edinburg, Tex., UP bureau, succeeding **Jerry Martin,** resigned. Mr. Willoughby had been associated with KWON Bartlesville and KVLH Pauls Valley, both Okla., before joining UP.

Al Lewis, veteran radio comedy writer, succeeds Hal Kanter as head writer and producer of Gomalco Productions' *George Gobel Show* upon the program's return to NBC-TV, Sat., Oct. 6, 10-10:30 p.m. EDT. Mr. Kanter will continue to work with Gomalco in other capacities.

Vic Rowland, press relations manager, Capitol Records, Hollywood, father of boy, Dana Scott.

Van Fox, free-lance director of live commercials on NBC-TV's *Armstrong Circle Theater,* father of boy, Russell Allen.

PROGRAM SERVICE SHORTS

The Caples Co., L. A., reports selling two packages to local tv stations. KRCA (TV) Los Angeles is carrying *Dr. Tom Groody Explores the Universe* and KHJ-TV there will air adventure series, *Strange Lands and Seven Seas,* in September. Caples plans to syndicate both and reports two others in preparation: *Beat Your Mother-in-Law,* comedy quiz, and *The Criminal Mind,* featuring noted criminologists.

Universal Recording Corp., Chicago, moved to 46 E. Walton St.

ASCAP, N. Y., reports high demand for revised, 20-page brochure, *Public Performance Rights in Music and Public Performance Right Societies* by licensing organization's general attorney, Herman Finkelstein. Booklet is available at no cost from ASCAP, 575 Madison Ave., New York 22.

The only complete
TV FILM SERVICE
including...

COMMERCIALS AND SPOTS
BONDED
BONDED TV
SERVICE
TV

No.10 in a series

BONDED
TV Film Service
630 Ninth Ave. • JU.6-1030
New York Chicago Los Angeles

AFM's Petrillo, Interlochen Fan Flames of Old Feud

LONG-STANDING controversy between the American Federation of Musicians and the National Music Camp at Interlochen, Mich., erupted again last week when AFM refused to permit AFM musicians to teach and appear at the camp. Joseph E. Maddy of the National Music Camp accused James C. Petrillo, AFM president, of trying to control activities of Interlochen.

An AFM spokesman said the union's "feud" with Mr. Maddy dated back to 1941 when AFM was instrumental in keeping music groups from the Interlochen camp off the air, because "the musicians were passed off as amateurs, but were being put on sponsored programs." He added the union originally had approved of the broadcasts before 1941 because camp musicians were appearing on non-sponsored programs. In 1945, the AFM spokesman said, the National Music Camp was placed on the union's "unfair list," and the camp has not been removed from the list to date.

AFM To Open Office In Midst of Dissidents

ESTABLISHMENT of West Coast branch office of American Federation of Musicians in Los Angeles on "a trial basis" has been announced by James C. Petrillo, president of AFM. Office is expected to be opened by Sept. 1 with Herman D. Kenin of Portland, Ore., to be assigned to Los Angeles. Mr. Petrillo made no mention of the recent AFM dispute with Los Angeles Local 147 as a factor in this move, but instead said: "There is need to create a permanent branch office on the West Coast in order to eliminate possible difficulties encountered by all locals in that area because of time differential between it and New York where the federation's headquarters are located."

IATSE Plans Kansas City Meet

THE International Alliance of Theatrical Stage Employes (IATSE) will hold its biennial convention in Kansas City Aug. 20-23. Among the speakers will be George Meany, president of the AFL-CIO, and Richard F. Walsh, IATSE president, who will give a progress report on the union's activities over the past two years.

KTLA (TV), NABET Sign Pact

PARAMOUNT's KTLA (TV) Los Angeles last week concluded its six months of negotiations with NABET over a new two-year contract to cover two dozen non-technical clerical and office employes. The scale is increased about 6% over previous wages in various classifications with another 2% boost scheduled next June. NABET won new vacation benefits with five-year employes getting three weeks.

PERSONNEL RELATIONS PEOPLE

John J. Dillon elected president of N. Y. local, Radio and Television Directors Guild. Other officers: **Fred Poller,** vice president; **Kenneth Fickett,** secretary, and **Martin Hoade,** treasurer. New council members: **Bob Greiner, Bob Maurer, Matt Harlib, Dick Auerbach, Gray Delmar, Charles Hinds, Cortlandt Steen, Arthur Hanna.** Elected to national board: **Lamar Casell, Tom Donovan, Kirk Alexander, Hal Davis, Wesley Kenney, Ralph Warren, Robert Priaulx** and **Mr. Dillon.**

Charlotte Nohelan, executive secretary of San Francisco office of AFTRA, has resigned effective Sept. 1 to devote full time to her law practice.

DAILY
DOUBLE
IN NORTH CAROLINA

Every day . . .
more audience
in
Winston-Salem

Every day . . .
more audience
in
rich 18-county
Piedmont area
than any other
station

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA

NBC for { WINSTON-SALEM GREENSBORO HIGH POINT
AFFILIATE
5000 W • 600 KC • AM-FM
HEADLEY-REED, REPRESENTATIVES

BMI

New, Timely Election-Year Continuities
PRESIDENTIAL PACKAGE

An assortment of 23 program Scripts for radio and television . . . background—color—personalities—oddities—of past elections . . . available without charge as a station and public service.

THE FIRST ELECTION
One half-hour script

A PRESIDENTIAL CAVALCADE
Seven five-minute scripts

FAMOUS FIRST LADIES
Five 15-minute scripts

RISE OF POLITICAL CAMPAIGNING
One half-hour script

THE PRESIDENTS SPEAK
Seven five-minute scripts

FAMOUS CAMPAIGN SONGS
One half-hour TV script

CAVALCADE OF PRESIDENTS
One half-hour TV script

TIME SIGNALS
STATION BREAKS
10:30; 1:00

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

CBS REVENUE HIGH FIRST HALF OF '56

(See table at right)

A NEW first-half-year record high of $174,274,387 in consolidated net revenues and sales for CBS Inc., was reported to the board of directors last Wednesday by Chairman William S. Paley. He said this total for the January-June period represented a 16% gain over the comparable period of 1955.

Net income for the first half of this year was placed at $5,308,990, or 71 cents a share, as against $6,327,672 or 87 cents a share for the first half of 1955.

The figures take into account the operating losses of CBS-Columbia, set-making division which CBS discontinued in July [B•T, July 16]. The 1956 figures also include provisions for estimated expenses and losses expected to result in the process of discontinuing the division (other than losses which might result from disposal of the division's plant and equipment, which is yet to be finalized and which is expected to amount to about 9 cents per share). After applicable tax credits, CBS explained, these special provisions for the first six months come to about $2.6 million, or 35 cents a share.

At the Wednesday meeting, the board declared a cash dividend of 20 cents a share on Class B stock, payable Sept. 7 to stockholders of record at the close of business, Aug. 24.

At right is the consolidated income statement for the first six months of 1956 as compared with the same period of 1955.

COLUMBIA BROADCASTING SYSTEM INC.
AND DOMESTIC SUBSIDIARIES
Consolidated Income Statements

	Six Months Ended June 30, 1956 (26 weeks)		Six Months Ended July 2, 1955 (26 weeks)	
Net Revenues and Sales		$174,274,387		$149,995,695
Deduct:				
Operation expenses and cost of goods sold	$129,179,130		$109,920,811	
Selling, general and administrative expenses	30,215,115		22,475,201	
Provision for depreciation and amortization of fixed assets	3,330,423		3,229,893	
		162,724,668		135,625,905
		11,549,719		14,369,790
Miscellaneous income, less miscellaneous deductions		109,271		*122,118*
Income before federal taxes on income		11,658,990		14,247,672
Provision for federal taxes on income		6,350,000		7,920,000
Net Income for Period (Note 1)		$ 5,308,990		$ 6,327,672
Earnings per Share (Note 2)		$.71		$.87

(Italics denote red figure)

Notes:

1. Following the July 11, 1956 meeting of the board of directors, the decision to discontinue the manufacture and sale of radio and television receivers by the CBS-Columbia Div. was announced. This division has been unprofitable in recent years.

The results are after deducting the operating losses of the CBS-Columbia Div. during the respective periods. The figures for 1956 also include provisions for estimated expenses and losses expected to be incurred in discontinuing the division (other than losses which might result from disposal of the division's plant and equipment, which has yet to be finalized, currently estimated at $.09 per share). After applicable tax credits, these provisions for the first six months approximate $2,600,000, which is equivalent to $.35 per share.

2. Earnings per share are calculated on the average number of shares, 7,487,337 in 1956 and 7,323,129 in 1955, outstanding during the respective six month periods.

3. The 1956 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Samuel R. Dean
Aug. 8, 1956 *Treasurer*

COVERAGE!

You must use the most POWERFUL Station in Northeastern Pennsylvania's Rich 17 County Area to *really* cover the market.

*WILK-TV Reaches better than 85% of the 314,984 sets in its coverage area.

*WILK-TV Reaches more community cable subscribers than any other station in the Wilkes-Barre Scranton Area!

*WILK-TV Provides clearer "line-of-sight" to all important surrounding population centers than any other Station in the area!

*WILK-TV Carries your message from Reading to New York State from Lock Haven-Williamsport Area to New Jersey!

GET THE FACTS!

1,000,000 WATTS

WILK-TV
Wilkes-Barre
Scranton

Call Avery-Knodel, Inc.

Set Output in '56 Slightly Under '55

OUTPUT of tv sets in June was slightly under June 1955, according to Radio-Electronics-Tv Mfrs. Assn., totaling 553,025 units against 589,973 for the same month a year ago. Six-month production totaled 3,415,202 tv sets, compared to 3,828,793 in the 1955 half-year. May tv output totaled 467,913 sets.

Radio set production totaled 1,073,775 sets in June, of which 296,256 were auto models. This compares with 1,060,165 sets turned out in May and 1,204,935 in June 1955. Six-month radio output this year totaled 6,659,165 sets compared to 7,058,889 in the 1955 half-year.

Of the 553,025 tv sets produced in June, 78,512 had uhf tuning and 788 had fm tuners. June production figures are based on a five-week statistical month.

Retail sales of radio sets in June (not including auto sets) increased 48% over May and 75% over April, RETMA found. June radio sales totaled 839,830 units compared to 566,357 in May and 421,387 in June 1955. Retail radio sales in the first six months of 1956 totaled 3,391,102 sets compared to 2,429,018 in the same 1955 period. June tv set sales by retailers totaled 439,362 units compared to 392,080 in May and 430,347 in June 1955. Six-month tv sales totaled 2,868,250 sets compared to 3,202,995 a year ago.

Radio and tv set production figures for June and the first six months of 1956 follow:

	Television	*Auto Radio*	*Total Radio*
Jan.	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
Mar. (5 wks.)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 wks.)	553,025	296,256	1,073,775
	3,415,202	2,313,651	6,659,165

GE Reports Practical Slow-Scan Tv Transmission

THE practical use of slow scan television—a transmission system producing one picture every four seconds as against fast (standard) tv's 30 pictures a second—was claimed last week by General Electric Co. GE announced its Syracuse, N. Y., electronics labs had developed a converter that could convert fast tv to slow scan.

Slow scan tv can best be used in transmission not requiring motion, e.g. picture of bank checks, police blotters, etc and has the added advantage of being far more economical in use since it does not require long, costly coaxial hookups, operating instead on modified telephone lines. With the advent of the converter, GE spokesmen pointed out, more industrial firms may make use of slow scan tv.

Whirly-Bird Tv

PHILCO CORP.'s Government & Industrial Div., Philadelphia, which recently announced the development of an airborne tv system for use in jet aircraft reconnaissance, last week announced a tv system for use in U. S. Navy helicopters during naval and amphibious operations. Developed for the Navy's Bureau of Ships, the system—which is said to provide airborne tv coverage for over 50 miles—is an ultra-high frequency fm radio-tv link feeding signals from helicopter to ship or shore. Tests of the new system, Philco said, were recently conducted in Philadelphia in the 498 mc band, at altitudes ranging from 500 to 2,500 ft. The equipment consists of a 100 w fm transmitter, an image orthicon camera, a coder, and a high-gain antenna suspended from the helicopter.

Another 14 Million Year Seen for Radio Set Makers

INCREASED SALES of home and portable radios should about offset the declining sales of auto sets, with factories approaching the 14.4 million set volume of 1955, according to an electronic industry survey by Standard & Poor's. Sales of tv sets are expected to approximate seven million units, 5% under 1955, low-priced models bringing the dollar sales off even more.

Standard & Poor's estimated color tv sales at 200,000 to 250,000 in 1956. Interest in political events is expected to stimulate tv sales. Color sales are aided by appearance of $500 models plus increased network programming. Also aiding consumer interest are free home demonstrations, large trade-in allowances, reduced-price service contracts and publicized spectaculars.

Third-quarter tv output was estimated at 1.8 million sets, with 2.1 million retail sales. Inventories are expected to run 2.25 million sets at the end of September, about the same as the figure a year earlier.

3M Sales Increase 17%

MINNESOTA Mining & Mfg. Co. (tape manufacturer), St. Paul, has announced a sales gain of 17% for the first half of 1956 over a similar period last year and also increases in earnings, both establishing new company records. In its report released Tuesday, 3M reported total sales of $154,495,586 compared to $131,645,501 for the first half of 1955. Second quarter sales this year were $78,789,396 against $75,706,190 for the first three months. First half earnings in 1956 were $17,670,767 as against $15,781,268 the first six months in 1955. Roughly a third of the increase in sales was attributed to acquisition of new companies in 1955.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Picture Tube Sales Rise

FACTORY SALES of cathode ray picture tubes totaled 5,152,743 units in the first six months of 1955 compared to 4,914,024 a year ago, according to Radio-Electronics-Tv Mfrs. Assn. Sales in June totaled 776,601 tubes compared to 906,737 in May of this year and 706,890 in June 1955.

Receiving tube sales totaled 39 million units in June compared to 33 million in May and 40.8 million in June 1955. Six-month sales totaled 227.6 million units compared to 226.5 million a year ago. Sales of transistors totaled 1.1 million units in June and 4.7 million units for the first half of 1956. Sales in the first half of 1955 totaled 1.2 million units.

Dage Offers New Tv Camera

A NEW, low-cost, closed-circuit tv camera introduced a fortnight ago by Dage Television Div. of Thompson Products, Michigan City, Ind., will make "complete broadcast television studio facilities available for less than $10,000," according to the firm.

Designated Model 103-A, the new camera is designed for instructional activities of schools and corporations requiring an inexpensive but fully effective television studio, Dage officials said.

MANUFACTURING PEOPLE

Phil G. Kerr, formerly vice president of Admiral Distributors, appointed national sales manager of Admiral Corp.'s electronics division. He will direct activities of regional sales managers for electronics.

Robert H. Thompson, director of advertising and sales promotion, Packard-Bell Co., L. A., named sales manager.

Robert C. Harper, regional sales manager, Sylvania Electric Products Inc., L. A., appointed director of Pacific Coast sales, with temporary offices in San Francisco. Mr. Harper, who succeeds **Garlan Morse,** recently appointed general sales manager of Sylvania's lighting division, will be located in Millsdale, Calif., upon completion of new distribution quarters there.

Dr. Hang C. Lin, specialist and authority on transistor applications, to CBS-Hytron as senior engineer in charge of semiconductor applications laboratory, Danvers, Mass.

Benjamin H. Ballard Jr., manager of distributor sales. National Co. (electronics, high-fidelity, other communications products), Malden, Mass., to sales manager for consumer products.

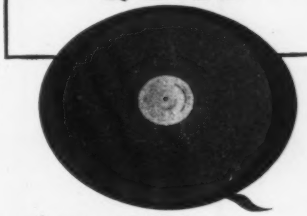
L. J. Battaglia, equipment and parts marketing manager, RCA Tube Div., Harrison, N. J., named marketing manager of RCA components Div., Camden.

Donald P. Rohrback, formerly market planning manager for radio-tv division of Westinghouse Electric Corp., appointed assistant manager of research department, Motorola Inc., Chicago. **Edward A. Fox,** formerly assistant marketing research director at Marsteller, Rickard, Gebhardt & Reed, Chicago, to Motorola in charge of consumer market surveys. **Edward G. Reitz,** market research manager of Raytheon Mfg. Co., to coordinate industry, factory and distributor sales and production figures and work on inventory control for Motorola.

Henry K. Kindig, assistant plant manager in Ottawa, Ohio, for Sylvania Electric Products Inc., N. Y., appointed manager. Ottawa operation makes tv picture tubes.

Joseph P. Gordon, administrative assistant to director of tube research division, Allen B. DuMont Labs, to assistant director of division.

Revolutionary New
SOUNDCRAFT
Q DISC



- assures rapid cueing
- instantaneous changeovers
- preloads 45 rpm discs without adaptor
- holds stationary at lightest touch
- assumes correct turntable speed upon release
- handles discs of all sizes
- saves felt
- protects discs
- eliminates friction on flip side of records
- endorsed by leading disc jockeys

The Soundcraft Cue Disc is 16" in diameter and becomes a permanent top for your turntable. Professional net price is $12.50. Available through any SOUNDCRAFT Distributor or direct from address below.

REEVES SOUNDCRAFT CORP.
10 East 52nd Street, New York 22, N. Y.

ADD THESE KANSAS DOLLARS
TO YOUR NET PROFIT

+ 5th state in oil production
+ ½ billion dollar wheat crop annually
+ ¼ billion dollar cattle production yearly
+ Air Capitol of the world (3 large plants)
+ Hundreds of diversified non-seasonal industries.
+ Total retail sales $1,198,145,000

KARD-TV REACHES OVER 40% OF THE PEOPLE IN KANSAS
PLUS 8 OKLAHOMA COUNTIES

Tower height 1070
Maximum Power 100,000
Coverage 1,033,000

Call your Petry Man today and start getting your share of the Kansas Market.

Your Color Station for the Center of the Nation.
Channel 3
KARD-TV
WICHITA • KANSAS
EDWARD PETRY & CO., INC.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT K HOTELS

In
MISSOURI
. . . St. Joseph is
the No. 3 Market!
In
ST. JOSEPH
KUSN
DOMINATES!
Daytime
Music — News — Sports
Write for proof!
Gen'l Mgr. Peter T. Scott
or your nearest
Hil Best Representative
KUSN
1270 kc 1000 w
A Broadcast Group, Inc. Station

MANUFACTURING

William Torbick, district sales representative for radio communications equipment, General Electric Co., Syracuse, to district manager for upstate New York and parts of eastern Pennsylvania.

Bob Hallenbeck, former chief engineer, WVDA Boston, to Gates Radio Co., Quincy, Ill., as sales engineer for northeast district headquartering in Albany, N. Y. **Charles Worsley,** Washington consulting engineer, to Gates phasing section in Quincy.

MANUFACTURING SHORTS

Stromberg-Carlson Div. of General Dynamics Corp., Rochester, N. Y., announces construction of 60-mile experimental microwave relay link between Rochester and Cheshire, N. Y., will be finished on or about Aug. 25. Link will be used for testing and development of Stromberg-Carlson Multiplex equipment used by telephone companies and other communications enterprises.

Sylvania Electronics Products is transferring operations of radio and television division from Buffalo to its Batavia, N. Y., plant. Buffalo operation, which includes division headquarters, engineering facilities and radio manufacturing facilities, is to be relocated in Sylvania's modern television set plant in Batavia by end of year.

Society of Motion Picture & Television Engineers has announced that new 16mm magnetic multi-frequency test film is available at SMPTE headquarters, 55 W. 42nd St., New York 36. Test film, developed by the society's sound committee, is said to provide "much needed reference standard for measuring and adjusting the electrical characteristics of magnetic sound systems for motion pictures and television."

Admiral Corp. has announced development of new disc-type tuner designed to reduce servicing problems to minimum and claimed to be 20% smaller and yet more sensitive than conventional turret types. Tuner, to be used in Admirals' 17-in. portable models and other black-and-white sets, already has been incorporated in 10- and 14-in. portables. In place of tuning strips, antenna and oscillator circuits are located on two discs or rotors connected by shaft and tuner is designed to match antenna, firm says.

Allied Radio Corp., Chicago, has released new 64-page *Electronics Data Handbook* edited by Nelson M. Cooke and containing formulas and data used in radio and industrial electronics, including those needed for basic circuit analysis, transmission line calculations, vacuum tube characteristics determination, resonance calculations, meter calculations and others. Book, stock number 35 K 398, is available from Allied for 35 cents.

MILESTONES

► PETER POTTER, KLAC Los Angeles disc jockey and host of CBS Radio's *Juke Box Jury*, was honor guest at a testimonial banquet celebrating his 25th anniversary in show business.

► THE UNITED PRESS has observed the 20th anniversary of its leased wire service for radio stations.

► MARIAN YOUNG TAYLOR has celebrated her 15th anniversary as "Martha Deane," women's commentator on WOR New York.

► DR. FRANCES HORWICH ("Miss Frances"), producer, and her *Ding Dong School*, have celebrated the series' 1,000th consecutive telecast over NBC-TV (10 a.m. EDT, Monday-Friday).

► WJNO West Palm Beach, Fla., has observed its 20th birthday.

► RICK WEAVER, KFH Wichita, Kan., sportscaster, will celebrate his 10th anniversary of broadcasting Sept. 15.

► PACKARD-BELL CO., L. A., has celebrated production of two millionth tv set with presentation of 21-in. model to Lions Club. Gift was accepted by Los Angeles Mayor Norris Poulson, Lions president.

FIFTEEN YEARS of baseball broadcasting—including 2,500 games for the same sponsor—were celebrated last month when the Burger Brewing Co., sponsor of the Cincinnati Redlegs broadcasts, feted their sportscaster, Waite Hoyt, at a lunchon for press, radio and brewing company officials. Attending the party were (l to r) Charles A. Black, vice president of Gordon Broadcasting Co., which owns WSAI Cincinnati, from which the games are originated; Gabe Paul, vice president and general manager of the Cincinnati Baseball Club Co.; William J. Huster, president of the brewing company; Mr. Hoyt, and Jack F. Koons Sr., president of Midland Advertising Agency.

— PROFESSIONAL SERVICES —

Three Organize PR Firm

THE Matlock-Mount-Thomas Organization has been formed in Portland, Ore., to handle public relations, promotions, merchandising and related fields for radio and television stations. Principals in the firm are Jack Matlock, who has had his own promotion agency for several years; James A. Mount, who resigned June 1 as manager of KGW Portland, and Robert Thomas, formerly special events director for KEX Portland.

Mr. Mount, with Carl Fisher, has applied to the FCC for ch. 3 Salem (now assigned to KSLM) and is current president of the Oregon State Broadcasters Assn.

Kline & Assoc. Reorganizes

REORGANIZATION of Walter E. Kline & Assoc. (public relations), Hollywood, with Fred W. Kline as president and Len Simpson as executive vice president, was announced last week. The move followed the retirement of Mrs. Walter E. Kline, whose late husband organized the firm.

Messrs. Kline and Simpson will continue their partnership in Kline-Simpson & Assoc. (publicity), that city. The two organizations will combine physical facilities at 1436 N. Serrano in the next 30 days.

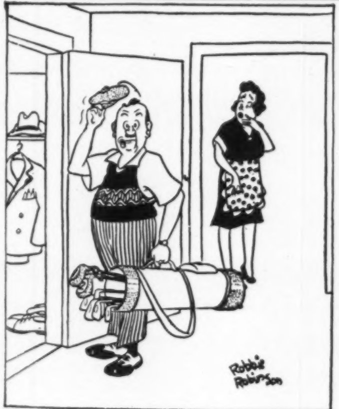
PROFESSIONAL SERVICE PEOPLE

Harold Gallagher, former sales manager of WTAM-WNBK-TV Cleveland (now KYW-AM-TV), named district manager of Northern Ohio Edition of *The Grocers' Spotlight,* with offices in Cleveland. He replaces **George Shamie,** promoted to executive vice president in Detroit headquarters.

Samuel H. Haims, certified public accountant and head of his own firm specializing in tv and motion picture production auditing, has become general partner of Samuel Hacker & Co., CPA (now to be known as Hacker, Haims & Co.). He will continue to specialize in motion picture and tv auditing. Plans are underway to set up European office as well as several U. S. branches of Hacker, Haims, to handle CPA work for foreign and domestic film distributors.

Dick Donner, vice president in charge of production, George Blake Enterprises, N. Y., resigned to open own business.

William H. Doherty, assistant to vice president of Hawaiian Sugar Planters Assn. and director of U. S. mainland public relations, has opened general law offices in Washington, D. C., at Tower Bldg., 14th and K Sts., N. W. He also will practice in communications field.



"If it's really true you shot an eagle, how come KRIZ Phoenix didn't mention it?"

— AWARDS —

KOA Denver received joint award for safety promotion from Colo. Highway Safety Council, Denver Safety Council and Colo. State Patrol.

WNHC-TV New Haven, Conn., cited by U. S. Air Force Chief of Staff, Gen. Nathan F. Twining, for "contributing directly to national security over a four-state area by a concentrated campaign which resulted in a substantial increase of new civilian volunteers and in enhancing the prestige of the Ground Observer Corps."

WFAA Dallas, Tex., presented with bronze plaque by Temple Emanu-el recognizing station's efforts to advance religious understanding.

WSPA-TV Spartanburg, S. C., cited for outstanding service in Distinguished Service Award by local United Cerebral Palsy organization. Station produced telethon benefit for UCP.

Virginia Renaud, education and public service director at CBS Central Div., given Hercules Heart award by Chicago Heart Assn. for "outstanding" support of 1956 Heart Fund Drive.

WMAQ Chicago received American Cancer Society Distinguished Service award for "assistance and cooperation" in fighting cancer.

Arlene Francis, NBC-TV *Home* m.c., named Woman of Achievement by American Federation of Soroptimist Clubs.

North Adv. Inc., Chicago, personnel, received five Hercules Heart awards for service to 1956 drive of Chicago Heart Assn. Recipients: **Don Paul Nathanson,** agency president; **Doris Lebda, Clare Hoefler, Patricia Callahan** and **Gordon Staschke,** staffers.

Rupe Werling, vice president in charge of production, WIBG Philadelphia, cited in certificate from Pa. State American Legion for Americanism and service to community.

Mitchell Wolfson, president, WTVJ (TV) Miami, Fla., accepted award presented station by Fla. Reserve Officers Assn. for "all-out effort" publicizing National Defense Week.

KWTV (TV) Oklahoma City was awarded certificate for public service and community betterment by Capitol Hill Junior Chamber of Commerce, Oklahoma City.

WADS Ansonia, Conn., given service award by Jewish War Veterans.

WHLI Hempstead, N. Y., cited by N. Y. State Assn. for Crippled Children for "active participation in services to crippled children and adults."

KFJZ-TV Fort Worth, Tex., received plaque from Tarrant County chapter of United Cerebral Palsy organization expressing appreciation of telethon benefit staged by station.

WIP Philadelphia, Special Events Director **Sam Serota** and **Wendy Phillips,** WIP women's director, honored by Pa. American Legion. WIP award, citing station's "vital services performed for the past 34 years" was first one presented to radio station, according to WIP. Mr. Serota was cited for "courage and vision in coverage of special events . . ." and Miss Phillips for "her unmatched record in making herself available for any worthy public service."

Cleveland Community Chest at tenth anniversary luncheon of Minute Men Committee cited 29 local advertising and public relations men for service. Special awards went to **John McClay** of KYW Cleveland and **Ed Stevens** of WERE there, representing stations which air

Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*

KFRM *for the State of Kansas*

1st *in the Heart of America*

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.

NBC

Represented Nationally—Avery-Knodel, Inc.

Unique Award

A TROPHY made from a $1,200 image orthicon television camera tube served as KBTV (TV) Denver's first Humanitarian Award, presented a fortnight ago to Cal Farley, founder and operator of Boy's Ranch at Amarillo, Tex. The award was presented by Gil Lee, assistant to the manager of KBTV, in behalf of John C. Mullins, the station's president.

weekly Community Chest program, *I Found a Story,* and to **Clarence L. Davis,** retired vice president, BBDO, one of show's originators. Others honored included **Maxton R. Davies Jr.** and **Will Carlton,** both of Foster & Davies, Cleveland advertising agency; **Cora Newald,** Lang, Fisher & Shashower agency; **Jack Foley,** WEWS (TV) Cleveland; **Bruce MacDonald,** WJW Cleveland, and **Melvin Weiss,** McCann-Erickson Inc.

WSAI Cincinnati cited by City Council in unanimous resolution expressing appreciation of part played by station in promoting election of Redlegs team members to National League All Star squad.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., received plaque Award of Merit from Delray Beach Chamber of Commerce for his service as mediator in racial conflict [B•T, July 16]. July 27 was declared Ralph Renick Day in Delray Beach.

Leo Kelmenson, account executive with Lennen & Newell, N. Y., named by Theodore Roosevelt Assn. for Theodore Roosevelt Memorial Award as "outstanding young man of 1955" in fields of charity, art, athletics and business.

Dud Cason, farm service director, KMMO Marshall, Mo., given Honorary State Farmer plaque award by Future Farmers of America for "meritorious service to agriculture."

WIBG Philadelphia presented with Badge & Key Award by Police Department for successful campaign in raising funds for hospital care of blind youngster. Presentation marks first time award has gone to any organization outside Police Department, station says.

Arthur Godfrey, CBS, received Hoyt S. Vandenberg Memorial Trophy from Air Force Assn. and **DelVina Wheeldon,** WCKY Cincinnati, given association citation of honor for series of broadcasts on air service.

Limited Lottery Advertising Asked by Parliament Group

LIMITED radio and television advertising for legalized lotteries and bingos is included among recommendations of a Canadian Parliamentary Committee which has been two years studying revision of legislation on state lotteries, sweepstakes and such means of fund raising for charity. Also under investigation have been the various prize offers of commercial firms, such as contests with enclosures of box tops or completion of jingles and slogans where winners are picked mainly by chance from large volume mail.

The committee recommended legalizing certain types of lotteries and bingos for charitable purposes, with the only advertising allowed to be posters at the site of the lottery or bingo, three spot announcements on radio or television and three one-eighth page newspaper advertisements.

The committee recommended against commercial lotteries staged by large and small merchants, pointing out that the prohibition of lotteries should apply equally to advertising and promotion contests which involved an element of chance. The committee felt that "the prevalence of this type of advertising contest is not beneficial to the community. These contests are purely commercial in their inspiration and confer no social benefit. They appeal to the gambling instinct and, because they are so widespread, undoubtedly stimulate it."

Live U. S. Tv 'Possible' For Latin America—DuMont

OPINION was voiced last week by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, that live television from the U. S. as far south as Venezuela "entirely possible."

Dr. DuMont, who returned last week from a television survey trip in the Caribbean area and South America, forecast live tv from U. S. to Latin America is "in the realm of probability in a few years." He reported "enthusiasm" in Venezuela for television as "tremendous" and called the quality of transmission and reception "fully equal to that in the U. S."

"For live U. S. television to reach Venezuela," Dr. DuMont explained, " 'forward scatter' facilities between Florida and Cuba would be used. The television signal could then be transmitted on present facilities to Santiago de Cuba at the other end of the island. The blank spot at the present time is the island of Haiti. However, if a receiving station and beam transmitter were established on the 9,000-ft. mountain near Port-au-Prince, I believe that usable signals could be received in Venezuela."

Dr. DuMont said seven television stations are operating now in Venezuela, with most programming live from Caracas and rebroadcast by stations in Maracaibo, Valencia, Coro and La Quira. A major proportion of the programs, he said, are plays, soap operas, variety programs, horse races and musicals.

Two to Toronto

ARTHUR MEYERHOFF & Co., Chicago, is the latest U. S. advertising agency to announce entry into Canada with an office, to be opened at Toronto late this summer. Another agency, O'Neill, Larson & McMahon, Chicago, plans to re-open its Toronto office, closed for some years, early next year. This will bring the total of U. S. agencies with Canadian offices to 25.

A number of British agencies now are operating in Canada, latest arrival being Colman, Prentis & Varley, which opened an office in Toronto recently.

The Meyerhoff agency will take over part of the Wm. Wrigley Jr. account, now handled by Willis Adv. Agency, Toronto.

To Sponsor Canadian Football

TELEVISION rights of the Canadian Big Four Football League games for the next three years are reported to have been acquired by Molson's Brewery Ltd., Montreal, for $950,000. The agreement provides for payment this year of $300,000, in 1957 $300,000 and in 1958 $350,000. Details of the agreement are not yet available.

INTERNATIONAL PEOPLE

Cliff Wingrove, assistant manager and sales director of CFPL-TV London, Ont., elected president of London Sales Executives Assoc.

Raj Bahadur, of India's Ministry of Communications, visited the FCC two weeks ago. He was received by FCC Comr. T. A. M. Craven and bureau chiefs with whom he discussed overall telecommunications and common carrier matters.

INTERNATIONAL SHORTS

CHWO designated as call letters of new 1 kw daytime-500 w nighttime station on 1250 kc at Oakville, Ont. President is Howard Caine, formerly manager of CKFH Toronto, Ont. Station expects to be on air Oct. 1.

CARTB, Ottawa, reports members total 141 radio stations, 26 tv stations and 52 associate members. Latest membership list shows that associate memberships are held by 16 station representative firms, 33 manufacturers and distributors of equipment, recording and films, two news services, and cooperative Radio Bureau.

Addison Industries Ltd., Toronto, has started production and distribution of Motorola radio and television receivers. Motorola stopped manufacturing in Canada some three months ago. Addison was producing CBS tv and radio sets in Canada till recently, and will continue production of the CBS phonographs till year-end.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
1
Build Ratings

POLITICAL VIEWERS ACCREDITED

LEST someone challenge the right of the viewer to sit undisturbed before his set at political convention time, WRC-TV Washington has issued credentials. Possibly the station had in mind those reporters who will rely on the camera eye instead of submitting to travel wear and tear. The station is sending its friends red-white-and-blue striped ribbon pins with gold-stamped identification: "Official Television Observer, Democratic and Republican National Convention, 1956, NBC, WRC-TV, Channel 4, Washington, D. C."

KMA MAKES GUSTATORY APPEAL

KMA Shenandoah, Iowa, billing itself as the "Midwest's Best-Tasting Radio Station" has culled the best from 3,166 recipes sent the station's two homemaker shows within one week and published them as *KMA's One-Dish Favorites*. The 22-page cookbook was mailed to the agency-advertiser list with a letter stating that Iowa, Missouri, Nebraska and Kansas listeners credited for individual recipes are typical of more than 400,000 rural and small town homes in the KMA market area.

ABC-TV SHOW GOES ABROAD

ABC-TV's *You Asked For It* (Sundays, 7-7:30 p.m. EDT), which answers viewer's requests for "offbeat features," will film approximately 30 episodes in Europe. Working in Great Britain, France, Italy and other European countries, are co-producer Cran Chamberlin and film supervisor Don Henderson. While abroad, they also will check the availability of several leading European show personalities for 'live' appearances on *You Asked For It* next season.

GUESTS GET HELP ON WCCO-TV

APPROXIMATELY 100 guests each week appear on Arle Haeberle's *Around the Town* show on WCCO-TV Minneapolis. On the theory that this number offered a public relations opportunity worth exploiting, the station promotion department had printed folders made up welcoming visitors and giving first-timers elementary on-camera hints. Three pages of copy carry humorous line drawings, and the program hostess' picture is reproduced on the back cover. Visitors may carry away the booklets as souvenirs.

TPA RESURRECTS TESTIMONIALS

TO promote its *Count of Monte Cristo* tv film series, Television Programs of America, N. Y., has sent a letter to advertisers and agencies, postmarked in Paris and bearing the signature of "Edmond Dantes." In the letter "Mr. Dantes" (the Count of Monte Cristo) recounts various success stories scored by the series and asks the recipient to write or wire TPA in New York for additional details.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

All Inquiries Confidential

HOLIDAY HORROR

OHIOANS had themselves a "Holiday of Horror," thanks to a saturation radio-tv spot campaign on the Crosley stations. Also enjoying themselves in a perverse sort of way were about 30 movie house proprietors who chalked up a 300% increase in theatre billings as a result of the broadcast drive.

In promoting the double horror bill of *The Day the World Ended* and *Phantom from 10,000 Leagues* in Cincinnati, Dayton and Columbus, WLWT (TV) and WLW Cincinnati and WLWC (TV) Columbus blanketed the area with 10, 20, and 60 second announcements, backing the air drive with a host of promotional devices. Among them: a mobile animal cage containing a "monster" reputedly fresh from the 10,000 leagues, a "name the monster" contest and other gimmicks designed to stimulate interest in the companion film.

Result was not only an overflow of attendance, the Crosley stations reported last week, but in many cases, program holdover from one week to the next.

ELEPHANT PROMOTES WUSN-TV

SUSIE-Q, a baby elephant imported from India, is the newest member of the talent staff of WUSN-TV Charleston, S. C. As a performer and station mascot, Susie-Q of channel 2 travels throughout the coverage area visiting boys and girls and promoting station shows and sponsors.

KDYL 'RADIO A LA CARTE'

KDYL Salt Lake City is serving listeners radio a la carte with a miniature microphone and control room on wheels put together by Chief Engineer Charles L. Stockdale. The mobile unit, designed for remotes from retail stores, measures 4½ ft. long and 30 in. wide, containing two turntables, control console, microphones, loud speaker system and record storage. An overhead sign identifies the gaily decorated "carte" as "KDYL Radio a la Carte," and a pushbutton siren is available for emphatic aural identification.

P&G PICKS 'JEANNIE' FOR FALL

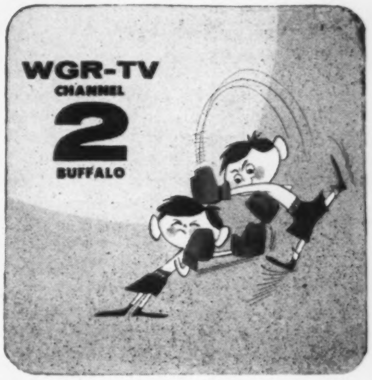
PROCTER & GAMBLE CO., N. Y., which last season filled its Saturday, 9:30-10 p.m. EDT slot on CBS-TV with *It's Always Jan*, will premiere a new musical situation comedy series starring British songstress Jeannie Carson, starting Sept. 8. The series titled *Hey, Jeannie*, will be placed through Compton Adv., N. Y.

RCA MAKES MEDICAL PITCH

EDUCATORS throughout the country were alerted last week to the use of color tv in medical classrooms by RCA Broadcast & Television Equipment Sales, Camden, N. J. Attached to a tearsheet of a magazine advertisement showing RCA tele-equipment monitoring a surgical operation was an open letter to "educators" describing the advantages of televised demonstration methods, and stressing that RCA "will be happy to share (its) years of experience in planning color tv installations with you."

SCHOOL BELLS BECKON CJSP

CJSP Leamington, Ont., this fall will reschedule its daily *Youth Newsreel* program from 8:55 a.m. to a later hour at the request of school officials who want to incorporate the show into morning opening exercises.



FAVORITES
on the
Family's
"Watching Machine"

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Nearly 55,000 Farms
are located within WHBF's 31-county (25,000 sq. mile) coverage area. 14 of these counties are among the top 200 in the nation in Gross Cash Farm Income.
(Sales Management 1956)

CBS FOR THE

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

MOVE NO PROBLEM TO WIRY

WIRY Plattsburgh, N. Y., last month moved its entire station building without loss of power and broadcast an account of the move while it was in progress. Description was provided by the station staff as the building was moved along greased wooden rails to its new foundation 100 feet to the rear of its former location. Sponsorship was provided by the contractor doing the moving, and telephone linemen, the municipal lighting department, and studio technicans all helped in the operation. Cable connections were supplied throughout the move by an extension to the station's permanent power.

ANTIQUE SHOPPING LIST HUNT

HOUSEWIVES Protective League programs on CBS Radio embarked on a project with the National Assn. of Food Chains last week to find old shopping lists. This month-old effort is tied in with a five-month celebration of the NAFC to commemorate the 40th anniversary of self-service. HPL listeners are being asked to search their attics, cellars, old cook books and back files of household bills for authentic shopping lists. In all more than 725 announcements are planned on stations in 13 CBS Radio markets. Prizes totaling $1,000 will be awarded winners who send in old shopping lists, together with letters describing their shopping experiences "in the old days."

NEW BIRTHDAY POLICY ON KLAC

TENTH anniversary promotion campaign by KLAC Los Angeles is underway with a month schedule of full-page newspaper advertisements and on-air drive plugging an official "warranty" by KLAC President Mort Hall to listeners that "now every time you listen to KLAC you are going to hear only the nation's 30 top tunes and great songs of the past in their finest performances . . . 24 hours every day, plus headline news and sports." The KLAC promotion features the "big five" disc jockey team and claims the following "firsts": "first to originate a round-the-clock format of music, news and sports; first with musical station breaks; first program of top ten tunes; first star station breaks, and first to go 24 hours every day with star personalities." The campaign concludes Sept. 15 with the station's annual "KLAC Big Five" charity all-star show at Hollywood Bowl.

WTIC CAPTURES SURE AUDIENCE

WTIC Hartford, Conn., reports broadcasting to what was probably its first captive audience in history. Restive prisoners at Connecticut State Prison first heard contents of an answer to their list of grievances over WTIC, which says it was the only broadcast station represented at the meeting of the prison board of directors which formulated the official statement. WTIC's offer to broadcast the decision was accepted and the final draft was completed four minutes before airtime for the 6 p.m. newcasts, with a beep-circuit telephone being cleared only in the last few critical minutes before inmates and listeners outside heard a board official read the statement.

A Pause for Faux Pas

Swimming, Anyone?

SUMMERTIME is the right time to have a swimming pool handy, but don't mention it around WVEC-TV Norfolk. Howard Keller, program director of the station, had a 2,100-gallon pool constructed in the studio for a special program of water safety several weeks ago. When he tried to drain the pool, Mr. Keller realized the studio floor was below street level and the water naturally could not flow out. The station was water-bound for two weeks until the U. S. Navy installation network at Norfolk was able to provide a large-sized water pump last week. WVEC-TV reports that all hands at the station now are safe and dry.

Too Realistic

THE telephone company will have to find a substitute for a ringing bell on its WVCG Coral Gables, Fla., commercial. Realism of the phone bell brought a flock of complaints from listeners who left their radios to answer the phone. One woman fell over a rug as she hurried to answer a silent phone. Another complained it wakened the baby. A man hurried out of his yard to answer the phone. George W. Thorpe, WVCG president-general manager, talked it over with the phone company and a buzz was substituted.

Quiet, Please!

CONSTRUCTION workers building a 2½ story addition to the facilities of WCCO-TV Minneapolis-St. Paul have to keep one eye on the station's broadcast schedule while going about their work. Every time the station telecasts a local live show, the workmen have to shutdown their air hammers and other noise-making equipment to keep from interfering with the broadcasts.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

HOME TALENT SHINES ON WADS

THE traditional "Star-Spangled Banner" signals signoff time each evening for WADS Ansonia, Conn., but the listener can often detect a familiar soprano. When school is in session WADS tape records school-room renditions of the national anthem, followed by the pledge of allegience, and each week a different grade school class from the Lower Naugatuck Valley is featured at signoff. Listeners (and artists) have been enthusiastic for the idea, WADS says.

GE PROMOTES BROKEN ARROW

TO BUILD wide tie-in promotion for its new film series *Broken Arrow,* to be sponsored by General Electric Co. next season on ABC-TV starting Sept. 11, TCF Television Productions, Hollywood tv subsidiary of 20th Century-Fox, has entered into a merchandising agreement with MRW Assoc., New York. MRW plans an extensive campaign to sign up manufacturers and others for merchandising of toys, novelties, wearing apparel and comic books in connection with the series which stars John Lupton as an Indian agent in the 1870s. The new ABC-TV series went into production last week with Mel Epstein producer and Alvin Ganzer director. It is based on a full-hour drama aired earlier this year on CBS-TV *20th Century-Fox Hour,* also sponsored by GE.

SUREFIRE WBRC-TV PROMOTION

"YOU can't lose with a combination like this," WBRC-TV Birmingham, Ala., assures those on its advertiser-agency mailing list who are receiving dice rigged to roll seven every time. Referring to its own winning combination, the stations cites ratings, coverage, network, picture quality and local programming. WBRC-TV celebrated its seventh anniversary July 27.

WINNING HAND FROM WSAZ-TV

APPEALING to the gaming instincts of advertisers and agencymen, WSAZ-TV Huntington, W. Va., is sending out book matches with poker hands printed on individual matches. Cover copy says, "It's a sure thing when you advertise on WSAZ-TV." In an accompanying note the station assures match recipients that "Almost all hands are good—only some are better than others!"

SHIP DISASTER PROGRAMS

FURTHER reports on broadcast coverage of the *Andrea Doria-Stockholm* crash [B•T, July 30] came from WHEC-AM-TV Rochester, N. Y., and WADS Ansonia, Conn. Warren Doremus, news director for the WHEC stations, vacationing in New Jersey at the time of the collision, joined other newsmen on a Coast Guard cutter which met the *Ile de France* as it returned the afternoon of the disaster with its load of rescued passengers. Returning with the French ship Mr. Doremus parked his notes on oilcans near the dock and used a dockside telephone to *ad lib* his first report. Later he recorded an interview with a local survivor and did round-ups for late news shows that night. WADS Ansonia aired a special program the day after the collision angled to bring the story home to Connecticut listeners. A Naugatauck Valley resident who was on board the *Stockholm* returned home in time to give WADS a first hand account of the experience, which was used along with eyewitness accounts by other passengers and newsmen.

WBLK GIVES RADIO EYE APPEAL

CLARKSBURG, W. Va., as yet has no local tv station. But WBLK there has leaped into the breach and is providing a visual element to supplement its radio news service, possibly anticipating the day when WBLK-TV, for which WBLK holds a construction permit, goes on the air. The popular promotion evolved by chance when a flying reporter one day happened to take along a photographer and later displayed pictures in a downtown window. Interest in the display prompted WBLK to establish a daily picture supplement. The 9 a.m. news each day features local stories and by noon following the broadcast, illustrative pictures can be seen at four locations in downtown Clarksburg.

KSTP 'KARNIVAL KAROUSEL'

TOURING the summer circuit of outdoor gatherings the KSTP Karnival Karousel, rented to businesses and civic groups by KSTP-AM-TV Minneapolis-St. Paul, has been amusing youngsters and carrying the station promotion message to frolickers. The mobile unit features a mobile kiddie-ride and combination merry-go-round and tilt-a-whirl, decorated circus style and providing public address system, calliope music and lights. Station call letters, slogans and program plugs are prominently displayed.

KGAE SIGN CLAIMS ATTENTION

KGAE Salem, Ore., reports widespread comment on its 42-foot sign board advertisement on the Salem-Portland Freeway. Illustrated by a pair of ruby lips, the KGAE message reassures husbands, "While you were away . . . we spent many pleasant hours with your wife!" The theme has also been used on letterhead stationery with a line at the bottom stating that 86% of all purchases are made by women.

KHIL GIFT TO BRIDE'S MOTHER

KHIL Fort Lupton, Colo., had a telephone call one morning at 11:30 a.m. from the minister of a local church, asking if anything could be done to carry sounds of a wedding ceremony to the bride's mother hospitalized in Denver. Something could be done, and quickly was. Hasty arrangements were made and by 2:30 that afternoon listeners, the bride's mother included, were hearing a wedding broadcast over KHIL. By coincidence, the scheduled wedding hour coincided with the station's regular *Shut-Ins Club* program.

ANOTHER 'PLAY SPEC' ON WEJL

FOR the sixth consecutive year, WEJL Scranton, in cooperation with the city's Bureau of Recreation and the School District, will stage its "playground spectacular," *Playtime USA*. The program, to be aired at 8:15 p.m., Aug. 22, from Scranton Memorial Stadium, will feature over 600 youngsters from the city's 35 play centers. Narration, music, sound effects and overall production will be handled by WEJL staff members.

SIGNIFICANT GIFT FROM KPOP

TO EMPHASIZE results of current listener surveys by Hooper and Pulse, KPOP Los Angeles is mailing boxes of E-Z Pop Corn to key advertising personnel throughout the U. S. with the invitation to call for availabilities at Broadcast Time Sales offices in New York, Chicago, St. Louis, Detroit and Dallas and Frank King Co. in San Francisco.

Station Authorizations, Applications

(As Compiled by B • T)

August 2 through August 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through August 8

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,877	3,030	161	280	119
Fm	521	544	35	7	0

FCC Commercial Station Authorizations

As of June 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,871	519	186
Cps on air	25	11	310
Cps not on air	124	16	113
Total authorized	3,020	546	609
Applications in hearing	173	1	132
New station requests	274	10	43
New station bids in hearing	115	0	85
Facilities change requests	154	6	35
Total applications pending	964	71	398
Licenses deleted in June	0	2	0
Cps deleted in June	2	0	2

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and FM Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through August 8

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	363	91	454[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	329	313	642[1]
Noncom. Educational	22	21	43[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,006	337	787	556	1,344[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,067	337	821	583	1,404[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 685 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Deadwood, S. D.—The Heart of the Black Hills Stations granted vhf ch. 5 (76-82 mc); ERP 1.221 kw vis., 735 w aur.; ant. height above average terrain 568 ft., above ground 170 ft. Estimated construction cost $52,993, first year operating cost $78,000, revenue $86,000. Post office address Box 609, Rapid City, S. D. Studio and trans. location, Deadwood. Geographic coordinates 44° 22′ 34″ N. Lat., 103° 42′ 30″ W. Long. Trans. Gates, ant. RCA. Legal counsel Harry J. Daly, Washington. Black Hills is owner of **WRSD Rapid City, S. D.**, and **KDSJ Deadwood.** Announced Aug. 8.

Existing Tv Stations . . .

ACTIONS BY FCC

KID-TV Idaho Falls, Idaho—Granted cp to change ERP to 100 kw vis., 60.3 kw aur., and make other equipment changes. Announced Aug. 7.

WTVW (TV) Evansville, Ind.—Granted mod. of cp to change studio location to 405 Carpenter St.; install new ant. system, and make other equipment changes. ERP: 316 kw vis., 158 kw aur. Ant. 580 ft. Announced Aug. 7.

KOLO-TV Reno, Nev.—Granted mod. of cp to make slight trans. location change; change ERP to 11.5 kw vis., 5.75 kw aur.; install new ant. system, and make other equipment changes. Announced Aug. 7.

KTEN (TV) Ada, Okla.—By letter, FCC denied KTEN's petition against **KVSO-TV Ardmore** for revocation of cp and to designate for hearing any request for operating authorization. Announced Aug. 6.

KOTI (TV) Klamath Falls, Ore.—Granted mod. of cp to change ERP to 13.5 kw vis., 6.76 kw aur., and change studio location. Announced Aug. 7.

WQED (TV) Pittsburgh, Pa.—By letter, FCC denied request for waiver of Sec. 3.621 (d) and (e) of FCC's Rules to permit WQED to telecast NBC coverage of national political conventions without deletion of commercial announcements incident to programs and to receive compensation therefor from NBC. Announced Aug. 6.

WDEF-TV Chattanooga, Tenn.—Granted cp to

SUPER is the word for
STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

change ERP to 316 kw vis., 158 kw aur., and make other equipment changes. Announced Aug. 7.

CALL LETTERS ASSIGNED

WTIC-TV Hartford, Conn. — The Travelers Bcstg. Service Corp., ch. 3.

KCTE-TV St. Paul, Minn.—Twin City Educational Tv Corp., ch. 2.

KNBT-TV Brownwood, Tex.—Brownwood Television Co., ch. 19:

WACH-TV Newport News, Va.—United Bcstg. Co. of Eastern Va., ch. 33. Changed back from **WYOU-TV.**

APPLICATIONS

WTOV-TV Norfolk, Va.—Seeks cp to replace expired cp which replaced expired cp which authorized new tv. Filed Aug. 3.

WJPB-TV Fairmont, W. Va.—Seeks cp to replace expired cp which replaced expired cp which authorized new tv. Filed Aug. 3.

Allocations . . .

PETITIONS

Bayou Bcstg. Corp., Baton Rouge, La.—Requests switch of chs. 40 and 18 between Baton Rouge and Jackson, La. Further requests that FCC issued order to show cause why Bayou should not have its channel assignment changed from Baton Rouge ch. 40 to ch. 18 if and when requested amendment of Allocation Table is granted. Announced Aug. 3.

Northwest Neb. Cooperative Tv Assn., Hay Springs, Neb.—Requests allocation of ch. 8 to Hay Springs.

Translators . . .

APPLICATIONS

Prineville, Ore.—Ochoco Telecasters Inc., ch. 76. Trans. output power 10 w. ERP to community 835 w. To rebroadcast ch. 12 **KLOR (TV) Portland, Ore.** Estimated population to be served 8,500. P. O. address Rt. #1, Box 902, Prineville. Estimated construction cost $4,601, first year operating cost $400. Filed Aug. 2.

Prineville, Ore.—Ochoco Telecasters Inc., ch. 70. Trans. output power 10 w. ERP to community 835 w. To rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Estimated population to be served 8,500. P. O. address Rt. #1, Box 902, Prineville. Estimated cost $6,351, first year operating cost $400. Filed Aug. 2.

New Am Stations . . .

ACTIONS BY FCC

Laurel, Miss.—Ole Miss Radio's application seeking cp for new am to operate on 1260 kc, 1 kw D, dismissed at request of applicant. Action Aug. 3.

Salt Lake City, Utah—Frank S. Carman's application seeking cp for new am to be operated on 690 kc, 1 kw D, dismissed at request of attorney. Action Aug. 3.

APPLICATIONS

Tucson, Ariz.—BamRay Bcstg. Co., 1330 kc, 500 w unl. Post office address 8230 N. 16th St., Phoenix, Ariz. Estimated construction cost $11,765, first year operating cost $65,000, revenue $75,000. Principals are equal partners **A. V. Bamford** and **Ray Odom.** In July they were granted cp for new am to operate in Phoenix, Ariz. Filed Aug. 2.

Keene, N. H.—The KBR Stations Inc., 1490 kc 250 w unl. Post office address 155 Front St., Manchester, N. H. Estimated construction cost $7,500, first year operating cost $40,000, revenue $40,000. Principals include Pres. **Will J. Barkley** (35.3%), radio equipment manufacturing executive; Vice Pres. **W. F. Rust Jr.** (50.5%), broadcast equipment manufacturing interests, and **Ralph Gottlieb** (14.7%), general manager of **WKBR Manchester.** Filed Aug. 3.

Alamogordo, N. M.—Lyman Brown Enterprises, 1270 kc, 1 kw D. Post office address Box 666, Brownwood, Tex. Estimated construction cost $22,204, first year operating cost $37,000, revenue $48,000. Principal is sole owner **Lyman C. Brown**, former owner of **KEAN Brownwood, Tex.** Filed Aug. 7.

Canonsburg, Pa.—Douglas & Associates Inc., 540 kc, 250 w D. Post office address 20 S. Haft St., Houston, Pa. Estimated construction cost $40,673.71, first year operating cost $60,000, revenue $75,000. Principals include **Walter W. McCoy**, former chief engineer at **WJAS Pittsburgh, Pa.; R. A. Douglas**, heating and sheet metal contractor; **Floyd S. Bert**, former transmitting engineer at WJAS; **Henry Schueler**, former transmitting engineer at WJAS, and **Draga Powlich**, no business interests. Each holds 20%. Filed Aug. 7.

Rocky Mount, Va.—S. L. Goodman, 1290 kc, 1 kw D. Post office address P. O. Drawer 2-Y, 303 W. Main St., Richmond 5. Estimated construction cost $15,500, first year operating cost $24,000, revenue $27,000. Mr. Goodman is owner of **WYSR Franklin, Va.**, and has applications pending at FCC seeking new ams in Gloucester, Va., and Danville, Va. Filed Aug. 3.

Tasley, Va.—Accomack-Northampton Bcstg. Co., 1330 kc, 500 w D. Post office address ℅ Dr. Vernon H. Baker, P. O. Box 133, Blacksburg, Va. Estimated construction cost $11,575, first year operating cost $40,000, revenue $48,000. Principals include **Dr. Vernon H. Baker** (75%), owner of **WBCR Christiansburg, Va.**, and applicant for new am at Florence, S. C.; **Virginia L. Baker** (15%), homemaker, and **C. Brooks Russell** (10%), announcer, **WBOC Salisbury, Md.** Filed Aug. 7.

APPLICATIONS AMENDED

Tifton, Ga.—Charles W. Dowdy's application seeking cp for new am to operate on 1430 kc, 5 kw D, amended to change frequency to 1570 kc; change power to 1 kw, and make changes in ant. system (decrease height). Amended Aug. 3.

Willow Springs, Mo.—Robert F. Neathery and **Robert Neathery Jr.'s** application seeking cp for new am to operate on 1330 kc, 1 kw D, amended to change power to 500 w and make changes in ant. system (decrease height). Amended Aug. 3.

Existing Am Stations . . .

ACTIONS BY FCC

WERH Hamilton, Ala.—Application seeking authority to determine operating power by direct measurement of ant. power returned. (Name incorrect.) Action Aug. 2.

WWRI West Warwick, R. I.—Granted mod. of cp for changes in ground system. Announced Aug. 7.

WKLV Blackstone, Va.—Granted mod. of cp to make changes in ant. (decrease height). Announced Aug. 7.

WCOM Parkersburg, W. Va.—Granted mod. of license to change name to Valley Broadcasters Inc. Announced Aug. 7.

CALL LETTERS ASSIGNED

WMAF Madison, Fla.—Norman O. Protsman, 1230 kc, 250 w.

WJBL Holland, Mich.—Ottawa Bcstg. Co., 1260 kc, 500 w.

KUVR Holdrege, Neb.—The W. W. Bcstg. Co., 1380 kc, 500 w.

KYNG Coos Bay, Ore.—Coos County Broadcasters, 1420 kc, 1 kw. Changed from **KCBY.**

WAMO Homestead, Pa. — Steel City Bcstg. Corp., 860 kc, 250 w. Changed from **WHOD.**

KOZI Chelan, Wash. — Lake Chelan Bcstg. Corp., 1220 kc, 1 kw.

APPLICATIONS

KAGH Crossett, Ark.—Seeks cp to change frequency from 1340 kc to 800 kc; change hours from unl. to D; change ant.-trans. location, and operate trans. by remote control from studio location. Filed Aug. 8.

KRDU Dinuba, Calif.—Seeks cp to change frequency from 1240 kc to 1130 kc; increase power from 250 w to 1 kw; install DA-1, and change ant.-trans. location. Filed Aug. 7.

KCBQ San Diego, Calif.—Seeks cp to increase power from 1 kw N, 5 kw D, to 5 kw N, 10 kw D, and change from DA-N to DA-2. Filed Aug. 2.

KLEM LeMars, Iowa—Seeks assignment of license to **George Martin De Ruyter** for $31,548.30 in cash and notes and assumption of liabilities totaling $5,951.70. Mr. De Ruyter is announcer-engineer, **KJAY Topeka, Kan.** Filed Aug. 8.

KSIL Silver City, N. M.—Seeks cp to change frequency from 1340 kc to 1250 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-N, and change ant.-trans. and studio locations. Filed Aug. 7.

WHOK Lancaster, Ohio—Seeks cp to increase power from 500 w to 1 kw. Filed Aug. 3.

KWJJ Portland, Ore.—Seeks cp to replace expired cp which authorized changes in DA-N. Filed Aug. 7.

WANB Waynesburg, Pa.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control from 1st Federal Bldg., Waynesburg. Filed Aug. 7.

APPLICATION AMENDED

KAIM Honolulu, Hawaii—Application seeking mod. of cp (which authorized new am) to change ant.-trans. location; make changes in ant. system (decrease height); make changes in ground system, and operate trans. by remote control from studio location, amended to delete request, except changes in ant. and ground systems. Amended Aug. 7.

PETITION

International Brotherhood of Electrical Workers—Petitions FCC requesting amendment of Part 3 of Rules by institution of rule-making to amend rules relating to remote control operation of am stations in Conelrad Service. Announced Aug. 3.

Existing Fm Stations . . .

ACTIONS BY FCC

KOKH (FM) Oklahoma City, Okla.—Granted mod. of cp to change ERP of noncommercial educational fm station to 11 kw; change ant. height to 155 ft., and change trans. location to 1901 N. Ellison St. Announced Aug. 7.

Ownership Changes . . .

ACTIONS BY FCC

KFSA Fort Smith, Ark.—Granted assignment of license to Fort Smith Bctsg. Corp. Corporate change. Announced Aug. 7.

KFML-AM-FM Denver, Colo.—Granted assignment of license to Note Bcstg. Co. Corporate change. Announced Aug. 7.

WGMS-FM Washington, D. C.—Granted assignment of cp to RKO Teleradio Pictures Inc. Corporate change. Announced Aug. 7.

WFTW Fort Walton Beach, Fla.—Granted acquisition of negative control by **H. H. Harris Jr.** and **Katherine G. Harris** through purchase of 25% from **A. G. Robinson.** Principals will now be Pres. **Wilbur R. Powell** (50%); Secy.-Treas. **H. H. Harris Jr.** (25%), and **Katherine G. Harris** (25%). Announced Aug. 7.

WQAM-AM-FM Miami, Fla.—Granted transfer of control of licensee corporation from The Miami Herald Publishing Co. to Mid-Continent Bcstg. Co. for $850,000. Mid-Continent is licensee of **WDGY Minneapolis, Minn., KOWH Omaha, Neb., WHB Kansas City, Kan., WTIX New Orleans, La.** Announced Aug. 2.

WDOK-AM-FM Cleveland, Ohio—Granted acquisition of control by **Frederick Wolf** through purchase of 27.27% from **R. Morris Pierce**, who is dropping out of station. Consideration is $30,000. Mr. Wolf will now hold 56.36%. No other stockholder holds as much as 10%. Announced Aug. 7.

WSVA-AM-FM-TV Harrisonburg, Va.—Granted voluntary acquisition of negative control of Transcontinental Television Corp. (50% stockholder of Tudor Enterprises Inc., parent corporation of WSVA) by General Railway Signal Co. Application was filed to eliminate any question as to existence of negative control of Tudor by General Railway Signal Co. through its negative control of Transcontinental, which it acquired upon the consummation of the **WHAM Rochester** transaction. Announced Aug. 7.

WXEX-TV Petersburg, Va.—Granted transfer of control of permittee corporation from **Daniel J. Friedman**, et al, to **Irvin G. Abeloff**, et al. Transfer is for less than 1%. Mr. Abeloff will hold 6.51%, Mr. Friedman less than 1%. Announced Aug. 7.

WAPL Appleton, Wis.—Granted assignment of license to WAPL Inc. Corporate change. Announced Aug. 7.

APPLICATIONS

WGOV Valdosta, Ga.—Seeks assignment of license to Georgia-Florida Radio & Television Co. for $100,000. Principal is **W. H. Keller Jr.** (99.98%), formerly associated with **KWEM Memphis, Tenn., WJIV Savannah, Ga.**, and **WEAS Atlanta, Ga.** Filed Aug. 3.

KJAY Topeka, Kan.—Seeks assignment of li-

Continues on page 124

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RADIO

Help Wanted

Managerial

Sales manager—five figures earnings and exceptional future for a "front-line" sales manager who can sell, hire and inspire, with major in New England; write full please. Box 314A, B•T.

Manager with proven background in sales. North Carolina station in excellent market. Good opportunity for right man. Box 436A, B•T.

Have immediate opening for sales manager at northeastern 1000 watt independent in good but competitive market. High guarantee and commission arrangement. Further details available from Box 476A, B•T.

Somewhere is a smart radio manager who has up to $10,000.00 available. He can enter into a profitable arrangement with a profitable station. The location in the northeast is a boom one station market. References exchanged between principals only. Give full details and references of yourself in first letter. Box 477A, B•T.

Salesman joined us in 1951, now a stockholder, manager; high five figure salary. Second man joined us in 1953, now running his own station with us. High income. Who's next? Just bought another station. Building two more. Also going tv. If you are a producer who wants to own your own interest and manage a station within a year, write Box 475A, B•T. All details first letter. Prefer man on way up. Present opening, sales manager in one station midwest market of 30,000.

Little Rock, Arkansas—KOKY—new all negro programmed station now staffing. Need two experienced men. Program director-assistant manager and sales manager. Accepting applications until September 1st. Send complete resume and photograph 1st letter or application will not be considered. John McLendon, Box 2667, Jackson, Mississippi.

Manager for new 500 watt daytime station. Sales and programming experience necessary. Good opportunity in one station city of 14,000. Write full information, including salary expectations to L. J. Plym, Owner, 1105 Front Street, Niles, Michigan.

PROMOTION MANAGER

WANTED

Experienced IDEA man wanted for top promotion job with CBS Radio and CBS VHF Television Station in large Southeastern market.

Must be strong on marketing, merchandising and client service.

We'll pay $6,000 to start for a steady, industrious man with IDEAS that work.

Outline full details of education, background and experience, plus family details in first letter.

If you are the right man, write

Box 433A, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

Florida fulltime 5000 watt major network affiliate needs experienced salesman. Good draw on commission. Florida man preferred. Box 370A, B•T.

Don't miss this one! Wonderful opportunity for salesman with good pitch and high batting average in minor league radio to reach major leagues. Midwest. Full details first letter. Box 404A, B•T.

Radio station in rich Gulf Coast area needs fulltime salesman. Straight commission with guarantee. Earnings depend on ability and willingness. Also top afternoon DJ (popular music) with ability to sell own program. Write full particulars. Box 442A, B•T.

Wanted—live wire salesman to cover the Scranton and Wilkes-Barre, Pa., area. Prefer salesman presently employed in this market. No drifters; your experience will write your ticket. Box 450A, B•T.

Young aggressive salesman, preferably with microphone experience. Starting salary open. Station located in town of 6,000 population. Only one other station in county, which is second largest in state. Potential earnings up to man we hire. KOSE, Osceola, Arkansas.

Immediate opening 1 kw independent daytimer for aggressive salesman with experience. This man can bill $10,000.00 a month. 15% commission with first month guarantee of $300.00. Send photo and experience WCLG, Morgantown, West Virginia.

Wanted immediately. Good local salesman interested in a good station. Good community, best working conditions and excellent salary arrangement and incentive. Call or write immediately, WINR, Binghamton, N. Y., 4523.

Experienced salesman. $75.00 per week, plus commission. Bob McKay, WKRM, Columbia, Tennessee.

Progressive radio-vhf tv operation accepting applications for salesmen. Full details and picture with first letter. Salary and commission. WJTV, Box 8187, Jackson, Mississippi.

An experienced salesman who will assume the position of commercial manager in six months in a 5000-watt station, top-rated in a New England market of 150,000. Starting guarantee of $125.00 weekly against 15% commissions. Good house accounts assigned immediately. Two years successful experience will enable commercial manager to participate in ownership of station. Send complete background, references and picture to Box 1522, Worcester, Mass.

Announcers

Wanted: Announcer — third class ticket. All-around experience in small station operation for new Ohio station. Send tape. Box 275A, B•T.

California independent in metropolitan market expanding operations. Now accepting auditions from qualified announcers with and without first class tickets. Prefer family men presently located on west coast. Knowledge of news, music, and independent operation essential. Send audition tape and complete information to Box 367A, B•T.

All-night man. Must be average DJ, with sufficient news background to enable to cover local news beat by phone and edit wire copy. Give previous experience, salaries earned and expected and attach snapshot. Confidential. Box 400A, B•T.

Combo man announcer—first class engineer. Excellent opportunity with the most progressive group owners in the business. Box 421A, B•T.

Disc jockey with real selling air ability for top station metropolitan market. Must have real ability. Box 424A, B•T.

Chief engineer wanted immediately. $80.00 weekly. North Carolina. Send tape, photo to Box 438A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

$70 per week to start. 48-hour week. Guaranteed raise in 13 weeks. Paid vacations. Free insurance. Midwest kilowatt daytimer. Applicants must have minimum two years experience. Send full details, tape and references to Box 458A, B•T.

Opportunity for hillbilly personality for small North Carolina independent. Position open immediately. Sales opportunity for right man. All applications must include references, disc, or tape, and picture. Box 479A, B•T.

"Hillbilly disc jockey," a great independent, will hire great hillbilly personality with proven audience and selling record. Box 490A, B•T.

Top pay for two top announcers with 1st class tickets and good straight announcing ability to run DJ show. No engineering or maintenance. 5 kw music and news independent. Send tape and letter to Bob Rohrs, Owner, KJAY, Topeka, Kansas.

Wanted: Experienced announcer for network station. Permanent. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana.

Little Rock, Arkansas—new negro station—KOKY now staffing. Need four disc jockeys—r & b and religious. Accepting applications until September 1st. Send details of experience and picture in 1st letter. John McLendon, Box 2667, Jackson, Mississippi.

Top Hooper-rated kilowatt daytimer has immediate opening for experienced announcer. Good pay and good working conditions for good man. Send tape, photo and resume to Charles Simms, KVLC, Little Rock, Arkansas.

Immediate opening for experienced, versatile announcer—strong on personality and showmanship. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Are you a "most-listened-to" early morning DJ? Here's an excellent opportunity to take over a well-established early morning show and turn it into a real profitable adventure. Immediate opening for glib, cheery personality who's a real show-man with records. Extensive promotion, good basic salary, talent. Send background, photo and tape, to WFDF, Flint, Michigan.

Negro disc jockeys. Strong on commercials, personality, rhythm and blues men. Send tape and summary of experience to Radio Station WHAT, Philadelphia 31, Pa.

Opening for experienced announcer. Bob McKay, WKRM, Columbia, Tennessee.

Opportunity for experienced announcer who does all around excellent job with DJ, commercials, news. Winning personality, selling voice to build shows. Send tape, resume to WMIX, Mt. Vernon, Illinois.

Announcer, minimum two years experience, for five-day per week shift for top regional CBS station. Must be familiar with board operation. Submit audition on tape and application to Merritt Mulligan, WTAD, Quincy, Illinois.

Wanted: Combo man with 1st class ticket. Must be good announcer. Pleasant working conditions in one of northern California's finest equipped 5 kw network stations. Top salary. Apply by letter to Joe D. Carroll, P. O. Box 631, Marysville, California.

Technical

Midwest major market opening for an outstanding transmitter engineer. Give references, and salary desired. Box 423A, B•T.

Chief engineer for 1000 watt southwestern daytime station with remote control. Must be mature. and fully qualified. Salary $400.00 per month. Write Box 454A, B•T.

Combination engineer-announcer—1st class ticket needed immediately. North Carolina small town independent. Send full information first letter, include salary desired, tape and photo. Position open immediately. Box 480A, B•T.

Chief engineer. Start as engineer-announcer. Opportunity to become chief after brief trial period. Contact Gene Ackerly, KCOW Radio, Alliance, Nebraska.

Chief engineer for combo work 40 hours weekly. Salary consistent with combo work experience. Apply KNOG, Nogales, Arizona, immediately.

RADIO

Help Wanted—(Cont'd)

Technical

Need full charge engineer capable for maintenance RCA 250 watt am plus 3000 watt fm studio maintenance, Ampex and Magnecord tape recorders, tables and automatic beep equipment. Rust remote on both transmitters. Compensation open and secondary to us. We want experienced working engineer who can take full responsibility. No announcing or collateral duties. Will pay monthly salary for on call basis with no fixed shift or hourly with overtime over 40. Need man 15th of August. Contact Collect phone, Fred Rabell, KSON, San Diego, California.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Engineer-announcer with first class ticket. Possible advancement to chief. Must be able to take care of maintenance as well as announcing. Send disc or tape and references to Radio Station WBAR, Box 461, Burley, Idaho.

Opening on September 1st for qualified first class engineer who can handle light announcing schedule. Top pay and excellent working conditions. Contact Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin. Phone Turner 5-4442.

Chief engineer-announcer for daytimer Mutual station. Furnished apartment available. Permanent position with growing station in growing area. Contact Harry G. Bright, Radio WETZ, New Martinsville, West Virginia.

Technician with first class license. Some announcing preferable. Howard Hayes, WOKO Albany, New York.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. WRIV, Riverhead, Long Island, New York.

Chief engineer—prefer announcing ability. Good pay and working conditions. Must be sober and reliable. WSON, Henderson, Kentucky.

Chief. No announcing. Gates remote equipment. Raytheon transmitter. Permanent. WTUX, Wilmington, Delaware.

Programming-Production, Others

Newsman experienced with good voice. Must be versed in writing, rewriting and reporting. Eastern independent. $100. Box 297A, B•T.

Promotion manager for midwest major network affiliate in one of the first 60 markets. Department head status. A great opportunity to grow with a new expanding station. Box 357A, B•T.

Program director-announcer—Fall opening at midwest independent daytimer for imaginative man ready to utilize top program and equipment resources. Because personal interview is required, only midwest applicants will be considered. Send complete details in first letter. Box 373A, B•T.

Newsman. Experienced in local reporting, editing, rewriting. Newsreel experience helpful but not necessary. For radio-tv in major midwestern market. Detail previous experience. State starting salary expected. Enclose photo. Confidential. Box 401A, B•T.

Program director—local newsman. Base $100.00 plus some talent opportunities. New York State 250 watt network affiliate in pleasant growing community of 30,000. Rush complete resume and tape to Box 471A, B•T.

Experienced copywriter wanted September 10th. Send letter stating expected salary and sample copy to KHOB, Box 247, Hobbs, New Mexico.

Experienced local newsman, capable of organizing one-man department. Personal interview necessary. KWOW, Pomona, California.

Copywriter. Can be light on experience but must have good attitude and ability. Radio station WAYB, Waynesboro, Virginia.

Newsman needed. Midwestern independent expanding news department. Excellent prospects for future. Must be sober, dependable, hardworking and experienced in gathering, editing and airing local news. Must be primarily newsman and enjoy doing good news job. Congenial staff, pleasant location. Send tape and background. Station WOKZ, Alton, Illinois.

Experienced newsman needed now for 10kw station. Gather, write air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C. Also opening for general announcer.

RADIO

Situations Wanted

Managerial

Successful sales manager, with program and news experience, seeks chance to manage small market operation. Box 228A, B•T.

Manager: Young family man. Desires small or medium independent. Successful experience all phases of small market operation. References, billing, and earnings on request. Want permanent location with future. Box 456A, B•T.

Station manager-salesman, southern market . . . handles news, sports . . . 1st phone . . . dependable. Let's talk! Box 468A, B•T.

Qualified salesman, announcer, engineer, seeks immediate position. Married, educated, sober. Box 470A, B•T.

Manager-salesman: Top rated independent station, metropolitan market. Availability due to change in ownership. Outstanding sales record plus executive ability to train and inspire others. Versatile background covers local and network radio and national advertising agency field. Creative ability covers every type program, gimmick and jingle commercials and top quality selling copy. Also station and advertiser promotion, publicity and merchandising. Present annual income in five figure bracket. A "high return" investment for some smart station operator. You can't win the Derby on a donkey! Box 485A, B•T.

Salesmen

Commercial manager. High calibre salesman, as good as the opportunity. No better. Announcer, first license, if necessary. Box 434A, B•T.

Attention, Florida: 10 years sales management experience in radio and television. Now in Florida, available for interview. Top qualifications, references. Box 455A, B•T.

Attention Los Angeles and vicinity. I want to give up a wonderful job with midwest regional for chance in South California. I'm young (30), two college degrees in advertising, six years radio, local and national sales experience; radio promotion background. Am mature, ambitious, have sense of humor. Modest salary requirements. Willing to gamble my future for an opportunity. Best references. Box 491A, B•T.

Florida-vicinity. Accounting degree and experience, plus production background in theatre, radio, tv; topped by outstanding record in intangible sales; equals local talent offering to put experience to work for sales or production department. Box 495A, B•T.

Announcers

Football announcer. Top-rated Atlantic coast conference regional network play-by-play. Available for southeastern collegiate football this fall, on free-lance basis. References, tape, furnished. Box 291A, B•T.

Former singing DJ, 50,000-watt radio; show business background; family man; presently employed staff announcer; 3 years experience. Interested in permanent position tv or radio as staff announcer, staff singer, possible kiddie show. Box 346A, B•T.

Experienced combo man. First phone. Good voice. Employed. Married. 25. Wishes to return to California. Box 366A, B•T.

Combo man—1st phone—27—married, child, vet. 3 years experience. West or midwest. Also interested learning sales. Box 374A, B•T.

Sports director, 8 years play-by-play, available Sept. 10. All sports, pro baseball essential. Can sell. Box 376A, B•T.

Top negro DJ. Bop to Bach. Superb commercialist. College. Veteran. Tape, resume, available—will travel. Box 391A, B•T.

Deejay—morning man—tops—employed-veteran-family—wishes to relocate. Box 437A, B•T.

Announcer, mature, reliable, sober. Sales experience. Good news, commercials, music and board. Hard worker. Broadcast school graduate. Tape on request. Box 439A, B•T.

Experienced, midwest radio-tv. News, disc, morning man. Married, sober, best references. Box 444A, B•T.

Combo man 3 years at same station wishes to improve position. Currently employed. Excellent references. Box 445A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Eight years play-by-play . . . experience all phases of radio. Sports spot wanted. Excellent references . . . family. Box 446A, B•T.

Sports announcer, on way up. 3 major sports, hockey. 7 years experience. Top references, employee record. Now employed. Want better opportunity. Box 448A, B•T.

Chief staffer, PD and writing experience. Strong news, foreign languages, classical music; two years residence Europe; Georgetown and Pathfinder Radio graduate. Desires larger market east coast, preferring classical music station. Box 447A, B•T.

Young, experienced announcer-newsman desires Minnesota or neighboring states. Box 452A, B•T.

Recent broadcasting school graduate. Strong on commercials, news, board. Hard working; willing to learn. Tape, photo. Box 460A, B•T.

Four years experience. Strong on news, pops and classical music. Desire news or sports in progressive market. College graduate. Combo if necessary. Present sponsor my best references. Audition tape upon request. Box 462A, B•T.

Country DJ. Guitar-wardrobe. Other phases announcing. Third. Progressive low turnover only. Available Sept. Box 464A, B•T.

Workhorse DJ, experienced, enthusiastic, energetic. Young man with ideas and gumption to try them. Facile at news, single. Box 466A, B•T.

Dependable announcer. 3 years radio southwest, presently employed. Married, non-drinker. $85.00 minimum. Box 467A, B•T.

Sportscaster-salesman desires medium market position in south. Interview requested. Box 469A, B•T.

Permanent position with future by experienced announcer, 27, married, two children. Desires to locate eastern Virginia, Carolina or midwest. Tv experience. Now employed outside field—desires return to broadcasting. Successful sales record in tangibles. Box 473A, B•T.

Young man, well trained to be a salesman on the air for you. Convincing on commercials. DJ, news, sports. Ambitious. Tape, resume. Box 474A, B•T.

Announcer. Deep, refined voice. Top commercial delivery, excellent newscaster. Seeks real deejay opportunity good market. Box 481A, B•T.

Husband - wife. Experienced announcer - newscaster-DJ, mature voice, top-notch. Wife personable, well-spoken, good saleswoman. Box 482A, B•T.

Free-lance radio and tv announcer, would like to make a change from the element of insecurity in free-lancing to a permanent position; dependable, versatile, resume, tape, photo available. Box 484A, B•T.

Staff announcer—seeking position in northeast. Strong DJ, news. Box 486A, B•T.

Platter spinner; sportscaster, newsman, veteran, single, tape on request, school experience. Box 487A, B•T.

Announcer, sales, 5 years, all around experience, seeking permanent position. Box 488A, B•T.

RADIO-TV PEOPLE ARE OUR BUSINESS

Right now we have several outstanding broadcasting people available for employment. If you have a Radio or TV personnel need contact . . .

NATIONAL RADIO & TV
EMPLOYMENT SERVICE

5th Floor
1627 "K" Street, N. W.
Washington 6, D. C.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, vocalist, MC. Open. 8 years. Radio-tv—age 32. Box 489A, B•T.

Personality air salesman—for station which desires man who has ability and desire to sell his sponsors products. Not a staff announcer. Contract basis. For audition write Box 492A, B•T.

Employed am-tv announcer . . . DJ. Now in strong midwestern market. Wants to move to station with greater opportunity for news. Rich, mature voice . . . intelligent newscast. Box 494A, B•T.

Announcer, first phone. 5 years radio. Thoroughly experienced. Copywriting, news, programming. Prefer west, southwest, northwest but consider all areas. $90.00 minimum, 40 hour week. Married. Guy Christian, Bel-Aire Motel, Highway 6, Sterling, Colorado.

Nationally famous woman deejay with eight years of experience in metropolitan market. Highest recommendations from present management. Relocating because of format change at present station. Write Mary Dee, 728 Adelaide Street, Pittsburgh, Pa., or call MU 2-4044.

Technical

Couple: Male, chief engineer, assistant manager. Female, traffic, chief continuity, programming, deejay, wish to relocate together Wisconsin, Ohio, Illinois, Indiana. Box 365A, B•T.

Engineering position—steady family man 4½ years experience in all phases including reconstruction of directional station. C.R.E.I. student. Interested preferably in New England area. Box 465A, B•T.

Chief engineer, 6 years experience in all phases of broadcasting, both network and independent radio. Box 472A, B•T.

Presently employed manager-chief engineer-announcer, six years experience, desires California location. Box 493A, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Woman's director also Girl Friday. Good commercial delivery. Inexperienced but competent. Box 440A, B•T.

Do you recognize the importance of good copy? I can produce it! Six years radio and tv. Excellent references. Nice voice. Prefer metropolitan area. Box 443A, B•T.

Newsman: Ten years experience, currently employed dominant station in major midwestern market. Knows all phases of news gathering and writing. Exceptional ability as writer and reporter. Good voice and personality. Can direct complete news operation. Family man, 30, with solid references. Prefers post as morning editor. Seeking greater opportunity and improved working conditions. Box 453A, B•T.

Vet, 2 wars, 32, 3 children. August grad BA Communication Arts. Want position radio and/or tv. Announcing, news, production crew. Prefer NW or NE. Living wage without luxury. Permanent. John North, 815 Chestnut Road, E. Lansing, Michigan.

TELEVISION

Help Wanted

Salesmen

Television salesman, Iowa, CBS, vhf full power, guarantee plus commission, send complete experience, full details, Box 324A, B•T.

Announcers

Fast growing station in bustling sports-minded three station market needs top grade sportsman willing to forgo play-by-play in favor of intensive local sports reporting on camera. Also need applications from aggressive reporter-photographers, well trained in news gathering technique for television. No applicants considered without photograph, voice tape and resume with references. Box 430A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Experienced announcer for large eastern network affiliate. Straight commercial announcing and booth work. Give full resume and expected salary. Box 483A, B•T.

Good commercial announcer needed immediately. Must have commercial broadcasting experience. Send resume, complete with tape and photo, to Charles J. Carey, WNEM-TV, 814 Adams Street, Bay City, Michigan.

Technical

Chief engineer—uhf experience General Electric 12 kw—KSAN-TV, 1111 Market Street, San Francisco, California. J. Paterson.

Opening for video and transmitter operator, preferable experienced on RCA equipment. Write Jesse H. Dove, Chief Engineer, KWTX-TV, Box 3128, Waco, Texas.

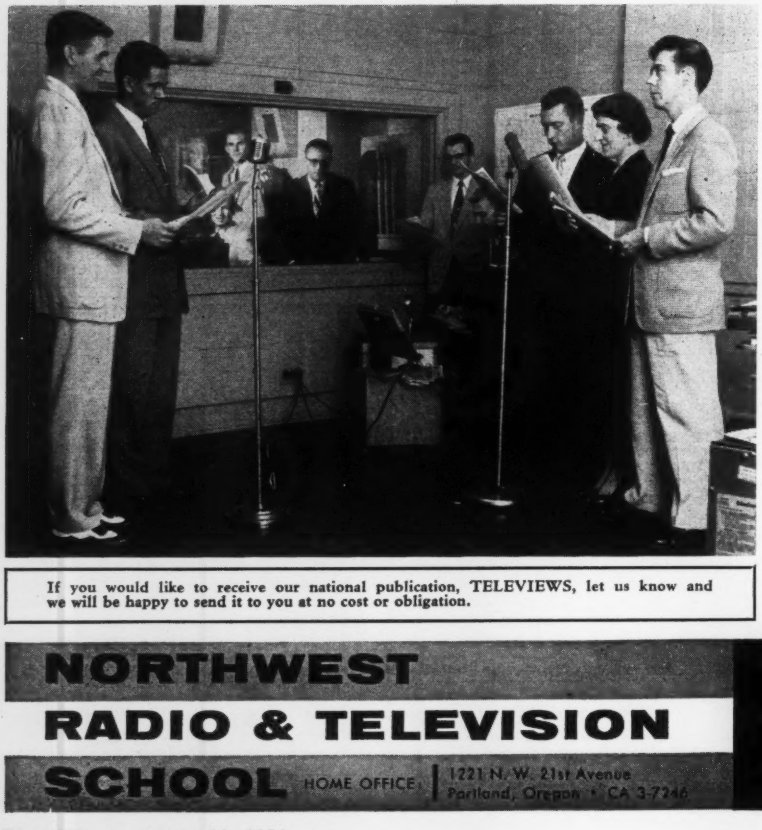
Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Expanding operation needs cameraman, projectionist, announcer-news man. Write Program Director, WHTN-TV Huntington, West Virginia.

Top-flight girl wanted by central Pennsylvania tv station to handle promotion and write commercial copy. Prefer someone with experience and proven ability. Attractive salary for right person. Contact Jim Curtis, WSBA-TV, York, Pennsylvania.



TV-RADIO PEOPLE

These people have just completed nine months of training in Radio & Television Broadcasting in Northwest's Washington, D. C., studios under the direction of experienced Radio-TV personnel.

A few of these people and several who have completed the same training in Chicago and Portland are now available. Although they do not have First Class licenses some are ideally suited for radio combo work. Others can serve you well in both TV announcing and production work.

Call Northwest FIRST! For immediate details call, wire or write John Birrel, Employment Counselor.

If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE 1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Situations Wanted

Programming-Production, Others

Promotion director of former uhf. Responsible for creation, production, promotion, sales of approximately 20 weekly live shows. Ambitious! Young, exempt, BS, seek position with future. Box 457A, B•T.

Newswriter-tv. Seeks west coast radio-tv news. 2 years on-mike, 1 tv reporting. College, single, L.A., references, tapes. Box 461A, B•T.

5 years experience tv production. Presently employed. Want permanent job with expanding station. Jack W. Call, 1204 W. 11th, Sedalia, Missouri.

Versatile man with radio-tv training in writing, floor work, directing, and news. Graduating with BA Communication Arts, August 22. Available to your news or production department August 23. Can use still camera. Have wife who keeps me well fed and happy. Would like permanent job with future and would like to continue eating. Will travel anywhere, available for interview. William Lewis, 224 Milford, E. Lansing, Michigan.

FOR SALE

Stations

Successful Texas 250 watt independent station. Gross increasing every year. Profits good. Good loyal listening audience. Box 463A, B•T.

Station for sale. North Carolina independent. Absentee ownership forcing sale. Small down payment. Full information to qualified buyers. Box 478A, B•T.

Industrial Carolina market which is not overcrowded with stations, fulltime, favorable frequency station; $135,000 total. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Tennessee daytimer, $70,000 on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Southern major market daytimer, middle dial; no active owner-management and no current profits; strong growth area; priced $150,000 with liberal terms to responsible purchaser. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Northeastern fulltimer. Excellent for owner-manager. Small market, small operation with good lease situation. Low overhead, breakeven operation. Asking $42,500.00, at least 50% down. See John Hanly.

Southeastern fulltime, combo operation. Staff of nine. Grossing about $65,000.00, asking $53,000.00, $18,500.00 down with land and building, or $43,500.00 without. $15,000.00 down. See John Hanly.

New England daytimer, single market. Established station in black. Asking $48,000.00, all cash. See John Hanly.

Eastern fulltime. Gross around $125,000.00. Operating costs, $100,000.00. Salaries, $52,000.00. Excellent frequency. Asking $125,000.00, $50,000.00 cash. See John Hanly.

Eastern fulltime, grossing around $125,000.00. Operating costs, $100,000.00. Combo operation. Asking $130,000.00. Terms open. See John Hanly.

Also two Florida stations, both under $65,000.00. Both need good owner-managers. Terms can be arranged. See John Hanly.

For the best station buys in the east and south. Call John Hanly, 1737 De Sales Street, N. W., Washington, D. C. EXecutive 3-2185.

Equipment

RCA TT-5A high band transmitter, factor converted to air cooling. Box 310A, B•T.

Complete fm station, $3,000.00. GE BT-1A 250 w transmitter, frequency monitor, ring antenna, 350′ ⅞″ coax on spool. Box 377A, B•T.

Three Ampex 400 portable tape recorders, excellent condition presently in use—best offer for one or all. Box 417A, B•T.

For sale: Presto 6-N disc recorder, like new, with micro and regular lead screws. Fairchild 620C-1 amplifier and 639-A equalizer. Box 441A, B•T.

FOR SALE

Equipment

2 RCA type 86-A1 limiting amplifiers, both in good condition, complete with tubes. Sell both for $400, or separately at $225, F.O.B., WHFB, Bentor Harbor, Michigan.

For sale: Scully disc recorder, late model manually operated machine, excellent condition. Also, Model 200 Ampex tape machine, 30 and 15 inch speed. Address WSM, Inc., Nashville 3, Tenn. Attention: Technical Director.

Stabiline. Automatic voltage regulators . . . brand new—in original cases. Type EM 6210Y—electromechanical. 10KVA. Nominal output: 230 volts, 3 phase. Input voltage range: 195-225 V. 50/60 cycles, 3 phases. Output voltage range: 220-240 V. Output current: 25 amps. Mfg. by: Superior Electric Co. Our price, $495.00 each, F.O.B. Jersey City, N. J. Surplus Merchandise Dealers, 408 Communipaw Ave., Jersey City, Zone 4, New Jersey.

WANTED TO BUY

Stations

Radio station wanted by qualified and financially able party. Prefer northeast. Will consider any excellent situation east of the Mississippi. Earnings history necessary. Write confidentially and in detail. Prompt action assured. Box 431A, B•T.

Interested in buying station 250 w, daytime. Texas, Colorado, New Mexico, small town without opposition. Must be priced right. Box 435A, B•T.

Sold privately: Two-thirds of all the radio stations listed with this agency since its establishment in 1953. Dignified, personal service. Ralph Erwin. Licensed broker serving Texas, Colorado, Missouri, Arkansas, Oklahoma and Kansas. 1443 South Trenton, Tulsa.

Stations wanted now. Operating figures immaterial. Clients interested in potential. Ralph Erwin, Broker. Tulsa.

Equipment

Wanted: General Radio RF bridge 916-A or similar model. Also a 150′ tower. Box 432A, B•T.

Used fm antenna, turntables, Gray 106SP arms, console, patch cords. Give price, model, age, condition in first letter. Box 449A, B•T.

Uhf—1kw TXR. (prefer low channel) studio equipment including camera. Manager, WKDN, Camden 4, N. J.

Wanted to buy: 10 kw fm transmitter. XEAW, Box 268, Monterrey, Nuevo Laredo, Mexico.

Used Auricon cine-voice. Must have two weeks on trial basis. WSEE, Erie, Pa.

Wanted: Fm frequency-modulation monitor and small console for educational station. Swartzendrouber, Goshen College, Goshen, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

FCC first phone license. Concentrated speed course. New class begins September 17th. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y.

RADIO

Help Wanted

A-1 DISC JOCKEY WANTED

Independent motion picture being filmed during October around successful DJ. All shooting in city of DJ chosen. $5,000 plus percentage to right man. Prefer major market and DJ with strong following. Send disc, photo and background to: President, BELL PRODUCTIONS, 825 West End Avenue, New York 25, N. Y.

RADIO

Help Wanted—(Cont'd)

Managerial

COMMERCIAL MANAGER WANTED

If you have sound business judgment, the ability to handle people and a sincere desire to make a lifetime connection, we're interested in you as a commercial manager of one of the midwest's largest, soundest and most successful radio stations. The man we want will have a strong background in both national and local sales. Perhaps you're now commercial manager or sales manager of a small operation with a limited horizon. If you have the background, if you are young, aggressive and possessed of strong determination to move ahead with a successful, heads-up team, we want to hear from you. This is an important job and we expect to pay well to fill it. Send complete resume to

Box 497A, B•T

Technical

WANTA LIVE IN TEXAS?

One of Texas top 5 kw Independent Stations has opening for a Chief Engineer. Must be thoroughly experienced, including directional antenna. Send complete background, family status and recent picture to Box 459A, B•T.

ENGINEER—ILLINOIS

First class chief engineer. Maintenance and improvement first requirement. Minimum air work desirable, but secondary. Salary above average. Contact Bob Douglas, WKAI, Macomb, Illinois. Call 1350 or 1573L.

Programming-Production, Others

NEWSMAN - ANNOUNCER

Top 5 KW independent needs EXPERIENCED man for expanding staff. Join a going local news set up, with mobile news unit in city of over 100,000. A few hours per week of D.J. work also required. Good job for good aggressive man. Send tape, picture, resume, references to: KTRN Wichita Falls, Texas.

NEWSMAN

Need man who is experienced in gathering, writing and delivering local news. About 3 hours of staff announcing daily. $350 to start and a permanent job for the right man. Independent 250-watt daytimer in city of 24,000. Send resume and tape to:

WLOI
LaPorte, Indiana

TELEVISION

Help Wanted

Salesmen

TELEVISION SALESMAN

We need aggressive, experienced television salesman for this dominate station (VHF, major networks) in an important mid-western market. The man we need will have the background and qualifications to ultimately step into a position of real importance. He'll work for one of the soundest organizations in the country with a liberal salary and commission arrangemen. If you have the qualifications and are looking for a connection really geared for growth, send us a complete resume immediately.

Box 496A, B•T

Technical

BROADCAST ENGINEER

. . . . to operate mobile color TV equipment. Must have at least two years black and white video control experience. Some maintenance experience desirable. Considerable nation-wide travel involved from Philadelphia base. Liberal salary, benefits and expenses. Send complete resume.

Box 250A, B•T

Situations Wanted

Managerial

BUILDING?
REORGANIZING?
EXPANDING?

THE KEY to a profitable operation may be a

—QUALIFIED man on your staff at

—SUPERVISORY or MANAGEMENT level with

—successful DIVERSIFIED EXPERIENCE in

—ENGINEERING, OPERATIONS, and SALES from

—license application to PROFITABLE OPERATION!

For resume, references, interview, write

Box 342A, B•T

SALES MANAGER

For TV national and local. Presently employed for almost 10 years with same organization. Looking for an opportunity to move to "Florida". Interested in selling Tv or Radio. Highest recommendations and qualifications. Box 451A, B•T

FOR SALE

Equipment

EQUIPMENT FOR SALE

Portable Fairchild recorder, complete with amplifier and one turntable, overhead drive, and gears for various cutting widths. 10 years old. $250 F.O.B., El Centro, California, or best offer.

FOR SALE

Equipment

SATELLITE OPERATORS

Federal 2000mc video microwave system with 10 ft. parabolas. Good working condition. Audio channel unit included. Now accepting offers. Contact J. R. McKinley, KTVR, Denver, Colorado.

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES

IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes

Over 1700 Successful Students

MISCELLANEOUS

NOTICE

One Shure Microphone, Model 300. Ser. 2642

Two Altec Microphone System Model M20, Ser. 1129 and 1130

One Electro Voice Filter-type Microphone

One Electro Voice Microphone slim-line-type

One McIntosh Amplifier, Model 150A, Ser. 7216

Two General Electric Amplifiers, A1320

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Tovrea or G. F. Curnow, Detective Division, Police Department, City of Denver.

FOR THE RECORD

Continues from page 118

cense to KJAY Inc. Application is for assignment of .07% from sole owner **Robert Rohrs** to his wife **Jeanne Rohrs.** Filed Aug. 7.

KEDD (TV) Wichita, Kan.—Seeks assignment of cp to **Stanley H. Durwood.** Corporate change, no change in control. Filed Aug. 2.

WMOO Milford, Mass.—Seeks assignment of cp to Milford Bcstg. Corp. Corporate change. Filed Aug. 7.

WNNJ Newton, N. J.—Seeks assignment of license to Sussex County Broadcasters. Application is to delete **Elizabeth Fairclough,** deceased, as joint tennant of 33.3% interest with her husband **William Fairclough.** Filed Aug. 7.

WALY Herkimer, N. Y.—Seeks assignment of cp to WALY Inc. **Louis Adelman** (20%) is acquiring 20% from 40% owner **Norman E. Jorgensen** and 20% from 40% owner **Seymour Krieger.** Consideration is directed toward cost of building station. Mr. Adelman will contribute $8,750, the other two owners $4,375 each. Filed Aug. 7.

WMPN Smithfield, N. C.—Seeks assignment of license to Smithfield Bcstg. Co. **J. Fred Horton** (50%) is selling his interest to other 50% owner **John S. Townsend.** Consideration: $13,000. Filed Aug. 7.

WCHI Chillicothe, Ohio—Seeks assignment of cp to First Capital Bcstg. Co. Corporate change. Filed Aug. 7.

KWBU Corpus Christi, Tex.—Seeks assignment of license to Broadcasters Inc. for $150,000 in cash and notes. Principals include Secy. **Frances C. Gaguine** (22.5%), homemaker; Cresslenn Oil Co. (16.87%); **Harry H. Hayes** (11.25%), present manager of KWBU; **Ben F. Vaughan Jr.** (11.25%), oil interests, and others, none holding over 6%. Filed Aug. 7.

WLCX La Crosse, Wis.—Seeks assignment of license to Lyons Bcstg. Co. for $45,000 cash. Sole owner **Lyle D. Lyons** is 98% owner of Lyons & Associates Inc., La Crosse, advertising and promotion firm. Filed Aug. 8.

APPLICATIONS RESUBMITTED

KBBA Benton, Ark.—Resubmits application seeking assignment of license to **C. Lavelle Langley** and **Sam Preston Bridges** d/b as Benton Bcstg. Service. Resubmitted Aug. 2.

KHEM Big Spring, Tex.—Resubmits application seeking assignment of license to Elm Bcstg. Corp. Resubmitted Aug. 8.

Hearing Cases . . .

FINAL DECISION

Deadwood, S. D.—FCC gave notice that, since no exceptions have been filed and Commission on its own motion has not ordered review of Initial Decision which looked toward grant of application of The Heart of the Black Hills Stations for new tv to operate on ch. 5 in Deadwood, Initial Decision became effective Aug. 6. Announced Aug. 8.

INITIAL DECISIONS

Yuma, Ariz.—Hearing Examiner H. Gifford Irion issued Initial Decision looking toward (1) confirming Commission's Jan. 25 grant to Wrather-Alvarez Bcstg. Inc. of cp for new tv **(KYAT [TV])** to operate on ch. 13 in Yuma; and (2) denying protest by **KIVA (TV) Yuma.** Announced Aug. 6.

Fresno, Calif.—Hearing Examiner Basil P. Cooper issued Initial Decision looking toward grant of application of B. L. Golden for cp for new am to operate on 980 kc, 500 w D, in Fresno. Announced Aug. 6.

Manchester, Conn.—Hearing Examiner Basil P. Cooper issued Initial Decision looking toward grant of application of Manchester Bcstg. Co. for new am to operate on 1230 kc, 250 w unl., in Manchester, and denial of competing applications of Regional Bcstg. Co. and Brothers Bcstg. Corp.,

CALIFORNIA NETWORK VHF ENGINEERING OPPORTUNITY

We need engineers at once for expanding operation in two of California's finest small coastal cities. Must be fully qualified and experienced in maintenance and operation, both studio and transmitter. Excellent opportunity for right men. Periodic raises and profit sharing plan demands initiative and cooperative attitude. Give complete experience and references. Send full information to Bill Hargan, Chief Engineer, KSBW-TV, Post Office Box 1651, Salinas, California.

seeking same facilities in East Hartford and Hartford, respectively. Announced Aug. 3.

Billings, Mont.—Hearing Examiner James D. Cunningham issued Initial Decision looking toward confirming Commission's Nov. 23, 1955, grant of application of Midland Empire Bcstg. Co. for cp for new tv **(KGHL-TV)** to operate on ch. 8 in Billings. (Effective date of Nov. 23 grant was stayed pending hearing on protest by **KOOK-TV Billings.** Announced Aug. 2.

Rochester, N. Y.—Hearing Examiner Elizabeth C. Smith issued Initial Decision looking toward (1) affirming Commission's March 11, 1953, grants of cps to WHEC Inc. **(WHEC-TV)** and Veterans Bcstg. Co. **(WVET-TV)** for new tv stations to operate on share-time basis in Rochester; and (2) denying protest by **WSAY Rochester.** Announced Aug. 6.

WCHS-TV Charleston, W. Va.—Hearing Examiner Basil P. Cooper issued Initial Decision looking toward grant of application of WCHS-TV for mod. of cp to move trans. 11 miles from Charleston; increase ant. height to 1236 ft.; decrease vis. ERP from 316 kw to 158 kw; change type equipment, and make other equipment changes. Announced Aug. 8.

Routine Roundup . . .

August 2 Applications

Accepted for Filing

Renewal of Licenses

KCKY Coolidge, Ariz.; KDJI Holbrook, Ariz.; KIFN Phoenix, Ariz.; KBOI Boise, Idaho; KFXD Nampa, Idaho; KABQ Albuquerque, N. M.; KGAK Gallup, N. M.; KSWS Roswell, N. M.; KERB Kermit, Tex.; KKOG Ogden, Utah; KOVO Provo, Utah; KVRS Rock Springs, Wyo.

August 3 Applications

Accepted for Filing

Modification of Cp

WGEE Indianapolis, Ind.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAGT Anacortes, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WMGT (TV) Adams, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 2, 1957.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 1.

Renewal of Licenses

KYCA Prescott, Ariz.; KELK Elko, Nev.; KONE Reno, Nev.; KTNM Tucumcari, N. M.; KCYL Lampasas, Tex.; KVOC Casper, Wyo.

Remote Control

WGST Atlanta, Ga.

August 6 Decisions

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to and including Aug. 6 to file response to petition to enlarge issues, re am applications of Polly B. Hughes, Tampa, Fla., and Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla. Action Aug. 2.

Polly B. Hughes, Tampa, Fla.—Granted petition for extension of time to and including Aug. 10 to file reply to answer of Edmund A. Spence, tr/as Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla., which was filed to Hughes' petition to enlarge issues with respect to Spence application. Action Aug. 2.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 15 to file exceptions to Initial Decision issued in ch. 13 proceeding, Biloxi, Miss. (Radio Associates Inc. and WLOX Bcstg. Co.) Action Aug. 2.

Capitol Bcstg. Co., Raleigh, N. C.—Granted petition for extension of time to and including Sept. 4 to file reply to petition to reopen record, rehear and reconsider and for stay, filed in ch. 5 proceeding on July 30 by WPTF Radio Co. Action Aug. 2.

By Chief Hearing Examiner
James D. Cunningham

Claremore, Okla.—Ordered that am application of Claremore Bcstg. Co., Claremore, is dismissed with prejudice for failure to prosecute, and further ordered that petition of **KUOA Siloam Springs, Ark.**, for dismissal of application involved, is hereby dismissed. Action Aug. 2.

Hearings—Ordered that following applications are scheduled for hearing on dates shown: Am applications of **KLFT Golden Meadow, La.**, on Sept. 19; Radio Station KODY **(KODY)**, North Platte, Neb., on Sept. 24; Radio Mount Kisco Inc., Mt. Kisco, N. Y., on Sept. 28; Joseph M. Ripley Inc. and Robert Hecksher, Jacksonville, Fla., on Oct. 5; **WCBQ Sarasota, Fla.**, for cp to replace expired cp and for mod. of cp, on Oct. 12; West Shore Bcstg Co., Beacon, N. Y., et al., on Oct. 16. Action Aug. 2.

By Hearing Examiner Basil P. Cooper

Port Arthur, Tex.—Issued second order controlling conduct of hearing in ch. 4 proceeding (Port Arthur College, et al.); further hearing will be held beginning Sept. 26 at which time date for further hearing and cross-examination of principals and date for taking of depositions will be specified. Action Aug. 2.

August 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Aug. 3

Following were granted licenses for am stations: Bi-Stone Bcstg. Co., Mexia, Tex. **(KBUS)**; Dana W. Adams, Tyler, Tex. **(KDOK)**; Wes Dean and Co., Henderson, Tex. **(KWRD)**.

Actions of Aug. 2

WGST Atlanta, Ga.—Granted authority to operate trans. by remote control from 165 8th Street, N. W.

Following were granted extensions of completion dates as shown: **WACA-TV Camden, S. C.**, to 10-16-56; **WHK-TV Cleveland, Ohio,** to 10-16-56; **WTOC-TV Savannah, Ga.,** to 2-26-57; **WXTV (TV) Youngstown, Ohio,** to 10-16-56; **KBIC-TV Los Angeles, Calif.,** to 10-16-56; **WARM-TV Scranton, Pa.,** to 2-11-57; **WCOC-TV Meridian, Miss.,** to 10-16-56.

Actions of Aug. 1

KFDA-TV Amarillo, Tex.—Granted license for tv station (ch. 10).

KVDO-TV Corpus Christi, Tex.—Granted license for tv station (ch. 22) and to specify trans. and studio location as 409 S. Staples St. (not a move).

KWTX-TV Waco, Tex.—Granted license for tv station (ch. 10) and to specify studio and trans. location as 4520 Bosque Blvd. (change in description only, not a move).

KTSM-TV El Paso, Tex.—Granted license for tv station (ch. 9).

KCFM (FM) St. Louis, Mo.—Granted mod. of SCA for both simplex and multiplex basis.

Actions of July 31

WMMW Meriden, Conn.—Granted authority to operate trans. by remote control from W. Peak Mountain (**WMMW-FM** trans. site).

WHHH Warren, Ohio—Granted license covering changes in DA-N.

WAMM Flint, Mich.—Granted license for am station.

Following were granted extension of completion dates as shown: **WNDU-TV South Bend, Ind.,** to 2-1-57; **WINS New York N. Y.,** to 10-9-56; **KCLS Flagstaff, Ariz.,** to 9-21-56; **WCOG Greensboro, N. C.,** to 10-21-56; **WNYC New York, N. Y.,** to 11-2-56; **KWRO Coquille, Ore.,** to 10-31-56; **WNMP Evanston, Ill.,** to 11-23-56; **WJLD Homewood, Ala., to 10-16-56; KUMA Pendleton, Ore.,** to 11-30-56, conditions; **KSLA Pasadena, Calif.,** to 12-31-56, conditions.

Actions of July 30

WTHI-TV Terre Haute, Ind.—Granted license for tv station (ch. 10).

WSIL-TV Harrisburg, Ill.—Granted license for tv station (ch. 22).

KULA-TV Honolulu, Hawaii—Granted license for tv station (ch. 4).

KFYR-TV Bismarck, N. D.—Granted license for tv station (ch. 5).

KOLN-TV Lincoln, Neb.—Granted license for tv station (ch. 10).

WFBM-TV Indianapolis, Ind.—Granted license covering changes in facilities.

KOB-TV Albuquerque, N. M.—Granted license covering changes in facilities.

WCAU-FM Philadelphia, Pa.—Granted mod. of SCA, which granted multiplex basis, for simplex operation.

Following were granted extensions of completion dates as shown: **WPGC (FM) Morningside, Md.,** to 1-20-57, conditions; **WAZL-FM Hazleton, Pa.,** to 10-16-56; **WNYC-FM New York, N. Y.,** to 10-16-56; **WRAK-FM Williamsport, Pa.,** to 10-16-56.

August 7 Applications

Accepted for Filing

Modification of Cp

KTVF (TV) Anchorage, Alaska—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KVVG (TV) Tulare, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 1, 1957.

KPOO San Francisco, Calif.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KCBY Coos Bay, Ore.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KLAN Renton, Wash.—Seeks mod. of cp (which authorized change in frequency; change power; change hours of operation; install DA-1, and change trans. location) for extension of completion date.

License to Cover Cp

KCOP (TV) Los Angeles, Calif.—Seeks license to cover cp which authorized installation of auxiliary trans. and ant. at main trans. site.

KARD-TV Wichita, Kan.—Seeks license to cover cp which authorized new tv.

KOMU-TV Columbia, Mo.—Seeks license to cover cp which authorized new tv.

KUTV (TV) Salt Lake City, Utah—Seeks license to cover cp which authorized new tv.

Renewal of Licenses

KVNA Flagstaff, Ariz.; KTAR Phoenix, Ariz.; KIFI Idaho Falls, Idaho; KOH Reno, Nev.; KVBC Farmington, N. M.; KFUN Las Vegas, N. M.; KORC Mineral Wells, Tex.; KSVC Richfield, Utah; KSL Salt Lake City, Utah; KVEL Vernal, Utah; KASL Newcastle, Wyo.

August 8 Applications

Accepted for Filing

License to Cover Cp

WEHH Elmira Heights, N. Y.—Seeks license to cover cp which authorized new am and to specify studio location and remote control point.

KDKA-TV Pittsburgh, Pa.—Seeks license to cover cp which authorized changes in facilities of existing tv.

KGUL-TV Galveston, Tex.—Seeks mod. of cp which authorized changes in facilities of existing tv.

KEPR-TV Pasco, Wash.—Seeks license to cover cp which authorized new tv.

Renewal of Licenses

KVAR (TV) Mesa, Ariz.; KIDO-TV Boise, Idaho; KSL-TV Salt Lake City, Utah.

Modification of SCA

KGMS-FM Sacramento, Calif.—Seeks mod. of SCA to operate on both simplex and multiplex basis.

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editorials

Dragnet: Celler Style

THE ludicrous extremes to which the Celler television investigating committee is going in its cloak-and-dagger inquiry to be premiered in New York next month are illustrated by these demands its staff made last week:

1. Networks were ordered to supply all station affiliation contracts (which are in the FCC files anyway) and all contracts with talent, latter revealing "trade secrets" long held inviolate.
2. NARTB is requested to supply all information since 1950 on tabs for hotels, meals, and other expenses of members and staff of the FCC who have attended national conventions, district or area meetings or other functions.
3. Members of the FCC are asked to throw open their personal files of correspondence relating to radio, tv or communciations with any parties "interested" in these fields, going back to 1950 (which presumably covers former commissioners who served during the past six years).

How good the fishing will be we don't know. Nor are we sure of the motives. But it is clear that, since the September premiere comes before the November elections, there is "publicity" value to a big name show in New York—Chairman Celler's home town. It also becomes evident that if people in the business of broadcasting want to avoid running afoul of Subcommittee No. 5 of the House Judiciary Committee, they practically will have to quit writing, phoning or telegraphing.

The Hot & Bothered Air

FROM now until November the air will be busy with politics. The networks will take in about $15 million for coverage of the political conventions alone—and spend about $20 million. Stations will lose millions in revenue because of pre-emptions, and can't even call it public service.

Politicians who have been clobbering broadcasting as monopolistic will mug and elbow toward camera and microphone. Their political lives depend upon being seen and heard back home. Broadcasters suddenly become the sweethearts of the smoothies of both parties.

There will be the biggest audience in history, seeing more in living rooms than those with the smell of the arenas in their nostrils. The audience created by whom? The politicians? Or the networks and their affiliated stations? Harried networks that today are spending time and money answering ridiculous questionnaires and baring their business secrets to competitors.

Why do our lawmakers regard broadcasting as something they created? Why do they badger networks as having been born full-blown, and as monopolies *per se?*

Turn back the clock. Who did "invent" the networks? If they hadn't been "invented" or contrived, what might have been the broadcasting picture in this country, and in the world?

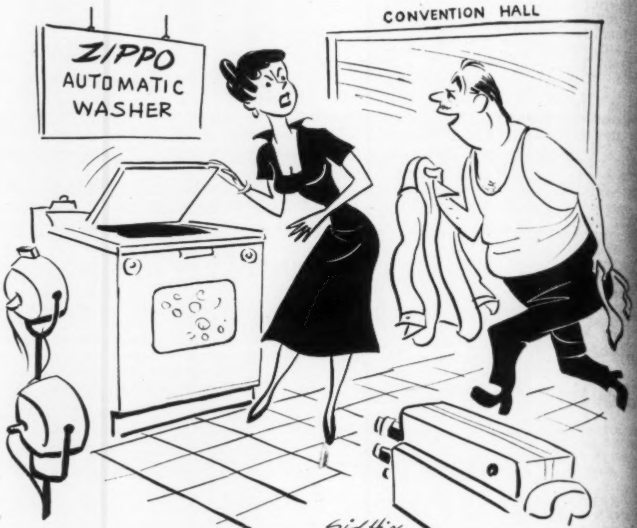
If networks had not been created, obviously someone would have had to invent them. And probably monuments would have been erected to commemorate their genius. There are monuments to Fulton and his steamboat, Morse and his telegraph, Marconi and his wireless, Bell and his telephone.

Isn't broadcasting—nationwide, worldwide broadcasting—just as miraculous?

Who did "invent" broadcasting? Probably no single person. But the idea of voice and music transmission without wires into the homes of the nation sprang from the fertile brain of David Sarnoff, half-engineer, half-businessman and all genius. It was he who sold his idea to his superiors in the then newly-created RCA, and he who blue-printed the first network. The same David Sarnoff today is the force behind colorizing television, with undiminished vigor and drive (and losses) that animated his introduction of the first radio network just 30 years ago.

Then, two years after NBC's birth in 1926, came William S. Paley, fresh out of school, and his reorganized CBS, to offer NBC competition. At 26, he saw opportunity and challenge in radio.

Neither did it alone. Sarnoff had Alyesworth and McClelland and Woods and Trammell, among others. Paley, with the magic touch of picking people, had Edward Klauber and Paul Kesten. Then he came up with brilliant Dr. Frank Stanton, who directs CBS Inc. overall operations in the fiercely competitive battle of the networks which makes radio and tv broadcasting the tremendous public services they are today. It is competition with such figures as the second-generation Bob Sarnoff and Pat Weaver at NBC, Bob Kintner and Leonard Goldenson at ABC-United Paramount, and Tom O'Neil and John Poor at General Teleradio-Mutual. There are dozens of others, past and present, who warrant mention in the as yet unwritten and unexploited saga of broadcasting.



Drawn for BROADCASTING • TELECASTING by Sid Hi

"How about washing this shirt for me while you're demonstrating? I go on the air in 10 minutes."

Born-to-the-purple monopolies, indeed! Muscle and sweat and buckets of red ink were spent in the building of broadcasting. There were battles against the entrenched printed media. And against government ownership, which would have atrophied radio and stifled free enterprise.

Those delegates to the conventions in Chicago this week and San Francisco next, should go home and count the blessings that radio and television have brought. And those who return to Washington's hallowed halls might consider the matter of a few monuments to the men who had the vision and fortitude to "invent" the stations and the networks that are radio and television.

The Camel's Nose

THERE'S an old Arab proverb about the camel getting his nose under the tent. Pretty soon the whole camel is in and the Arab evicted.

The FCC last week demonstrated its knowledge of this ancient lore by denying an educational (non-commercial) tv station in Pittsburgh the right to telecast NBC coverage of the political conventions, commercials and all, and get paid for it. And this wasn't the first effort of a non-commercial educational outlet to stealthily become commercial.

WQED (TV) Pittsburgh got its automatic grant for ch. 13 on the basis of the FCC's "educational reservations." It was not subjected to adversary proceedings, involving time and money, as have others in the Pittsburgh area who are still embroiled in expensive litigation dating back to the freeze of 1948.

The whole question of educational reservations should be resolved. In the four years since the freeze, only 43 of the 245 educational reservations have been picked up. There are 21 stations on the air—16 of them vhf. And there are 10 applications pending. How long should these uncalled for channels just sit unused, when there is public demand for additional service?

As for the Pittsburgh situation, it is deplorable that no new grants have been made for commercial facilities. Hinder and delay tactics have been used by disgruntled parties in open defiance of the public need for additional service. Certainly, the FCC is duty-bound to expedite its proceedings when the need is so glaringly urgent, not only in Pittsburgh but in other areas where thinly-veiled blocks have been thrown.

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